

Exploring Rhetoric with SPACE CAT



S _____

P _____

A _____

C _____

E _____

C _____

A _____

T _____



SPEAKER

- Who _____ this?
- What do we _____ them?
- What _____ about them?
- Does this text have a particular _____ because of _____ wrote/said it?

Examples: A President giving a _____, a citizen sending a _____, a newspaper staff writing an _____

PURPOSE

- What is the _____ hoping to _____ by putting this out into the world?
- Remember that the _____ itself \neq the _____.

Examples: to _____, to _____, to _____, to _____, to _____, to _____



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AUDIENCE

- Who was the _____ audience of this text? Was that the _____ audience?
- What did the speaker _____ about their audience? How does that impact _____ they say and _____ they say it?

Examples: TV viewers watching a _____, readers of a _____, a crowd gathered at a _____

CONTEXT

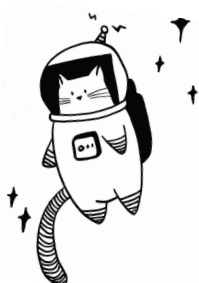
- What was going on in the _____ when this text was _____?
- What were the _____ issues on the _____ mind, which they might be _____ or _____ addressing?
- How would this _____ text be received _____ by a different _____ in or in a different _____?

Examples: MLK's "I Have a Dream" Speech is given in the context of the _____

EXIGENCE

- Why "_____ " for the speaker?
- What was the _____ or _____ that moved the speaker to act?
- Note that context is "happening" all the time, but usually, an _____ serves as exigence.

Examples: The # _____ movement taking off after high profile reports of _____



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CHOICES

- This is a large _____ of all the little ways that authors try to _____ their writing.
- Why does the writer make each choice?

Examples: _____, _____, _____, _____, _____, _____

APPEALS

- Appeals to _____ or credibility
- Appeals to _____
- Appeals to _____ or reason

Examples: Bringing up one's _____ with the topic (credibility), telling a _____ story (emotion), stating _____ or statistics (logic)

tone

- What is the speaker's _____ at _____ places throughout the text?
- How can you tell this is their attitude?
- _____ does the tone shift in the piece?

Examples: A religious eulogy may _____ with a _____ tone, then _____ into a _____ or inspirational tone.



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SPACE CAT Questions

Speaker: How does the author present him/herself? Is he speaking on behalf of another entity? Why is this message important to the author? How does he establish credibility? Does he seem knowledgeable? Fair? How does he treat people who disagree? People who agree? Does he use stereotypes? Does he reveal prejudice? What are the author's professional affiliations? How might these impact the argument he/she makes? What are the author's personal affiliations? How might these impact the argument he/she makes? How does his reputation influence the reception of his message? How might he have insight into the subject that the audience doesn't have? How might his understanding of the subject be limited? How does he appeal to the audience? What is his tone/attitude about the subject?

Purpose: What is the author's intention? What does he hope to accomplish? What is he trying TO-DO for the audience? How does the author's relationship with the audience limit or support the purpose? Does this text effectively meet its purpose? Does the author make a call to action to readers—individually or collectively? Is that call realistic? Idealistic? Achievable? Would readers be able to affect the desired outcome? Purpose verbs: accuse, add, address, advise, affirm, allude, amplify, attack, balance, blame, characterize, clarify, communicate, compare, contradict, contrast, condemn, defend demand, describe, diminish, dismiss, entertain, evaluate, evoke, excuse, flatter, guide, honor, identify, illustrate, imply, insult, introduce, lead, link, maximize, pacify, persuade, plead, portray, present, protest, question, reaffirm, reflect, reinforce, reiterate, relate, represent, reveal, scare, shock, signify, strengthen, suggest, support, taunt, teach, trace, urge, validate, warn.

Audience: Who is the primary audience for this text? Who is the secondary audience for this text? What values does the audience hold that the author seeks to appeal to? What is the audiences' relationship to the subject of the text? How does the author anticipate the audience's needs? How does the author anticipate the audience's response? What are the experiences shared by the author and the audience? What are the values shared by the author and the audience? How might the audience perceive the author's intention? Does the author make assumptions about the audience that hinder the argument? Does the writing have a wide appeal?

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Context: What is the cultural/historical context for this text? What does the author celebrate or criticize in the culture? (i.e., family traditions, economic and political structures, the arts, food, or religion.) Does the author wish to preserve or reform the culture? If reform, what and how? Either way—by instigating change or by maintaining the status quo—what would be gained or what would be at risk? What are the problems or issues raised? Are they personal, spiritual, societal, global, political, economic, medical, scientific? Does the author draw implications for the future? Are there long- or short-term consequences to the issues raised in the book? If so, are they positive or negative? Affirming or frightening? Does the author offer solutions to the issues raised in the book? Who would implement those solutions? How probable is success?

Exigence: What issue, problem, or situation prompted someone to write or speak? What events or occasions created a need or opportunity for this text? Is there a sense of urgency? A problem that requires attention right now? A need that must be met? A concept that must be understood?

Choices: What patterns exist in the author's word choice? How does the author use diction to emphasize information that supports the argument? To minimize information? What patterns exist in the author's sentence structure? How does the author use syntax to emphasize information that supports the argument? To minimize information? What information do the longest sentences in each paragraph convey? How do they develop the argument? What information do the shortest sentences in each paragraph convey? How do they develop the argument? Does the text tend to be concise or verbose? How does this impact the conveyance of meaning? Is the author's approach to central idea objective or subjective? What rhetorical devices are used? What is its effect? Is the language formal or informal? How does this meet/not meet the audience's needs? Does the author use satire? What is its effect? Does the author omit but imply keywords, phrases, or ideas? What effect does this have on the meaning of the text? Are the descriptions/images concrete or abstract? How does this contribute to the argument? What is the arrangement of the argument (Classical, Rogerian, Toulmin), OR how is the work organized? What rhetorical methods are used to develop the argument (problem/solution, cause/effect, narration, etc.)? Does the organization of the text complement the subject? The purpose? What concepts are repeated? How does this develop the argument? Is the argument inductive or deductive? If concessions are made, where in the organizational structure do they

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occur? What is the effect of their placement? How does the conclusion reinforce or extend the purpose? How does the conclusion involve the audience?

Appeals: Does the writer use a logical appeal by providing reasons? Evidence? Facts and figures? References to current events? Testimony? Allusions to history, literature, mythology? Does he cite authorities? Quote research? Provide statistics? Demonstrate cause and effect? Define? Does the writer use an ethical appeal in which he gains the trust of the audience? Make connections to the audience? Appear knowledgeable? Provide other points of view? Appear respectful in tone? Avoid exaggeration? Demonstrate research? Present himself as reliable? Use first-person plural pronouns (we, our, and us)? Does the speaker appeal to emotions by including sensory (imagery)? Memories? Nostalgia? Charged diction? Personal anecdotes? Appeal to the audience's physical, psychological, or social needs? Use figurative language? Experiment with informal language?

Tone: What are 2-3 words that describe the tone of the text? Are there shifts in tone? At what point(s) do(es) shift(s) in tone occur? What is the function of the shift(s) in tone? What is the effect of the tone at the beginning of the text? What is the effect of the tone in the middle of the text? What is the effect of the tone at the end of the text? How does the tone impact the author's credibility? How does the tone impact the audience's reception of the message? What is the overall effect of the tone?

