Jolliffe's Rhetorical Framework Diagram

Rhetorical Situation

Exigence

Audience

Purpose

Appeals

Logos

Ethos

Pathos

Organization / Structure / Form

Diction

Syntax

Imagery

Figurative Language

Surface Features
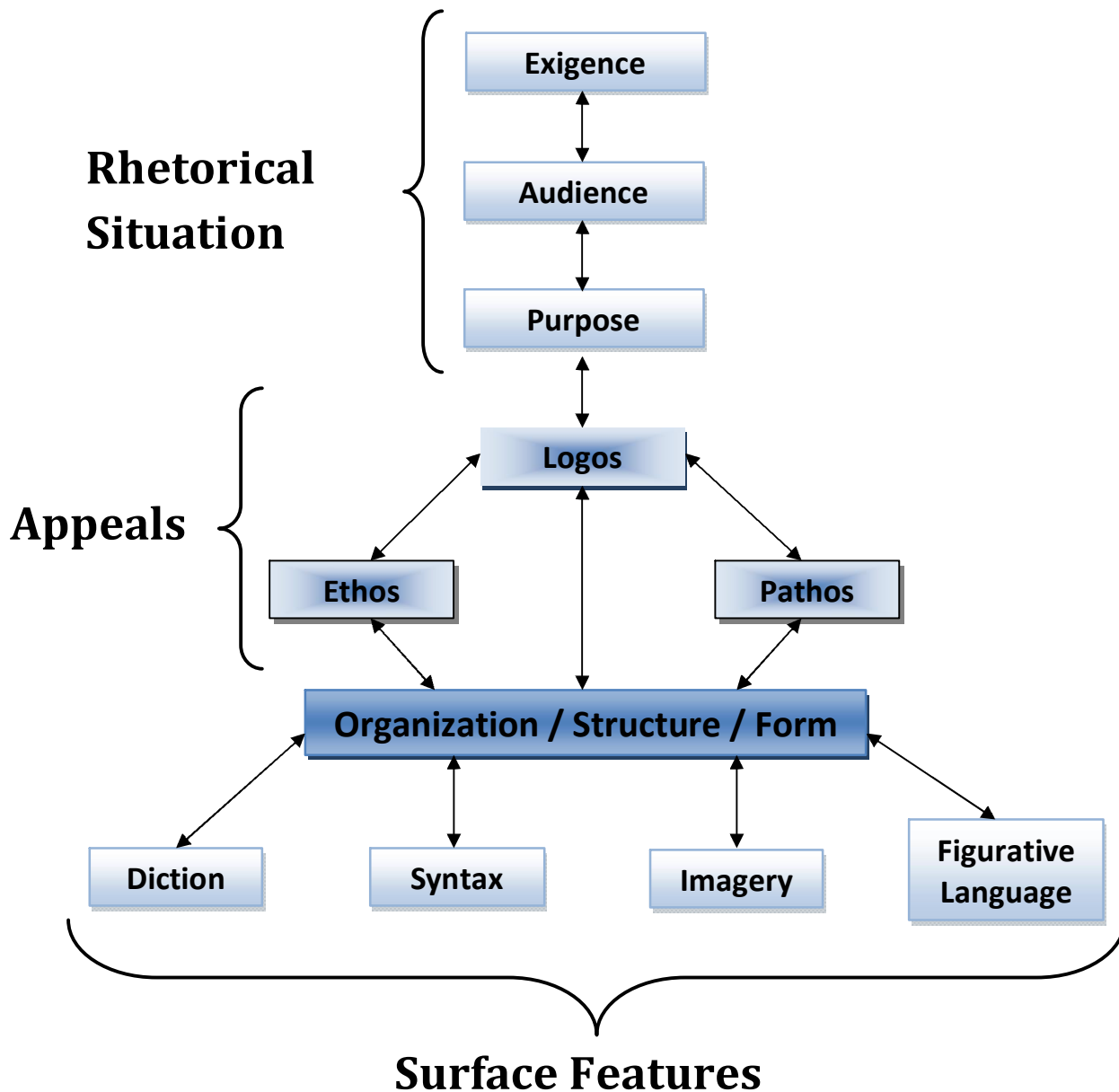
The Analysis Filters

1. Logos (embodied thought)
2. Exigence, audience, and purpose (constitute the rhetorical situation)
3. Ethos, Pathos, and Logos
4. Structure and Arrangement—Examine this in terms of how form(s) serve(s) function(s)
5. Surface features (diction, syntax, imagery, and figurative language) and their purpose

Other filters

  a. Modes of discourse: division/classification, definition, comparison/contrast, cause & effect, process analysis
  b. Transitions and discourse markers
  c. Paragraph elaboration and the moves between paragraphs as functioning parts of the language landscape