**Rhetorical Analysis**

*Persuading an Audience…*

**TO ACT**

**Text Studied: A Landmark Day for the Earth by Leonardo DiCaprio**

|  |  |
| --- | --- |
| **IDENTIFY THE WRITING VARIABLES** | |
| Form | Replace with your response |
| Purpose | Replace with your response |
| Audience | Replace with your response |
| Central Idea | Replace with your response |
| Context | Replace with your response |
| Explain specific connections between two of the writing variables listed above:  Replace with your response | |

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| --- | --- | --- |
| **IDENTIFY EXAMPLES OF THE THREE APPEALS**  *By highlighting them within the speech transcript. In the space below, record (within quotation marks) which specific appeal within the speech is the most powerful in achieving the speech’s purpose, along with a brief explanation of why* | | |
| **Ethos** | **Pathos** | **Logos** |
| * Replace with your response | * Replace with your response | * Replace with your response |
| Identify and explain how language choices from the speech reveal human behavior and/or values. Language choices may include diction (word choice), tone, vocabulary, figurative language (metaphor, simile, hyperbole, personification, symbolism…), etc.  Replace with your response | | |