Understanding Rhetoric: A Graphic Guide to Writing

The first completely illustrated guide to writing—coauthored by graphic artists

This comics-style collaboration between rhetoricians Elizabeth Losh and Jonathan Alexander and illustrator team Big Time Attic presents the content of the composition course in a form designed to draw students in. Understanding Rhetoric: A Graphic Guide to Writing covers what first-year college writers need to know—the writing process, critical analysis, argument, research, revision, and presentation—in a visual format that brings rhetorical concepts to life through examples ranging from Aristotle to YouTube. Unique coverage of writing and identity shows students how to use language to shape their identities as writers.

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I see that. Check out this one for Beta Beta Beta, a sorority on campus...

Quick review:

Ethos
the credibility that a speaker/writer brings to a subject.

Pathos
use of emotion in debate/argument.

Logos
appeal to reason, to the forcefulness of a well-thought-out and well-argued position.

Questions for Rhetorical Analysis

1. What is the intended audience for the text?
2. What is the purpose of the text?
3. What is your gut reaction to the text? What emotions does it evoke?
4. How are the elements arranged or organized? Why does the arrangement seem logical?
5. What is the author seem credible? Why or why not?
6. When and where was the text written? Was it timely given this context? Why or why not?