

A rhetorical analysis considers all elements of the rhetorical situation--the audience, purpose, genre, and context.

Your introduction might include the audience, author/speaker/writer, purpose of the author ①, medium/genre ②, context ③, or main claim ④.

The topic sentence of each paragraph should outline what you are analyzing ⑤ and the rhetorical appeal or device you are writing about ⑥.

You should give specific examples (⑦ & ⑧) of what you are analyzing.

You should analyze each examples you give to show HOW it is an example of your rhetorical appeal or advice. Here are some questions for you to consider when writing about logos:

- How does the author back up his argument in this text?
- Does he incorporate facts, statistics, or numbers? ⑩
- Have you considered how logical the author's argument is?
- Are the claims this author is making realistic? ⑨
- Does the author consider alternative arguments?

360° Smart Bed Rhetorical Analysis

Companies use various techniques to get consumers to buy products. One technique is print ads like the one below from Sleep Number from the December 2020 edition of Wired. This ad uses logos, pathos, and ethos to try to sell the 360° Smart Bed.

The ad illustrates logos through its use of statistics and evidence. Text on the ad

says, “Quality sleep can help boost your immunity, increase energy, and improve recovery. Compared to average sleepers, Sleep Number bed owners enjoy almost an hour more sleep per night.” This claim supports the product’s effectiveness but is also

realistic. The ad also says that the “Smart3D fabric is up to 50% more breathable for a cooler sleep surface,” which also provides believable evidence for the product. Both of these would appeal to a reader’s need for logical evidence.



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Rhetorical Analysis, continued

Here are some questions for you to consider when writing about pathos:

- Have you considered how the author appeals to the emotions of the reader/viewer? 11 13
- How does the author establish a bond with his audience?
- How might the author change his strategy if he was trying to establish a bond with a different audience?
- Have you considered your own personal reaction to the background music of this advertisement?
- What kinds of feelings do the colors that the author uses provoke?
- What other images in the text provoke an emotional response? Why would the author include these images? 12

Here are some questions for you to consider when writing about ethos:

- Have you looked at what experiences or claims to authority qualify this author to speak or write? 14
- Have you considered the credibility and moral character of the writer/speaker? 15
- Have you considered the design or appearance of the text you are analyzing? Does it look professional? What can you say about the author based on the appearance of the text alone?

The ad appeals to its audience's assumed desires through pathos. First, the bed is labeled as "smart," therefore appealing to the reader's sense of intelligence. 11

12 Next, the bedroom in the ad is clean, modern, and minimalistic, which might appeal to the audience's desire to have these characteristics. The ad also appeals to the reader's sense or desire for comfort with phrases like "blissfully asleep." These three examples 13 of pathos appeal to the reader's emotional side.

The company also uses ethos to demonstrate their reputation and reliability.

14 Sleep Number offers a 15-year Limited Warranty and a 100-Night Trial, which show that they believe their bed is a reliable product. They also use sources within the ad 15 to back up their claims, which shows that they can be trusted. The use of ethos shows that Sleep Number is a reliable company.

The ad for the 360o Smart Bed uses logos, pathos, and ethos to appeal to its audience. These appeals might persuade the audience to purchase the product, which is the end goal for this company.