

Activity 8

Activity 8: Gathering Relevant Ideas and Materials

This activity contains questions that will help you gather information and ideas for the Web site analysis. Remember that you are doing a rhetorical analysis, not arguing for or against a position on an issue.

As you answer the questions below, in addition to the words and sentences, also consider images and other visual aspects of the site.

Purpose:

1. What is this Web site about?
2. What is the writer of the Web site trying to accomplish? Why is he or she writing?
3. What kind of ethos or image does the writer project? What are some of the elements that create this ethos? Is it believable?

Audience:

4. Who is the primary audience for this document or web site? What are their characteristics? Is the document well-adapted to this audience?
5. Who else might read this document? (This is called a “secondary audience.” If the Web site was not created with you or your classmates in mind, you are a secondary audience.) What are their characteristics? Does the document work for them, too?
6. What arguments and evidence (logos) does the writer use to persuade the audience? Are the arguments convincing? Is the evidence true and reliable? Summarize the main points.
7. Does the writer try to create an emotional response (pathos), or keep the reader’s emotions in check? What are some examples? If the writer does not try to engage the reader’s emotions, what is the effect of this emotional neutrality?
8. Do all of these elements work together to achieve the desired response from the reader? Why or why not? Are there spots where a point the author makes seems to be a combination of appeals?

- **Go to the website below and choose an issue and click on one of the websites**
- **Answer the 8 questions in activity 8**

- <https://www.library.wisc.edu/socialwork/research-help/social-issues-websites/>