**Rhetorical Analysis – Obama vs. McCain Debate 2008**

**Choose one candidate on which to focus your analysis.**

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| **What the Writer Does** | **Why the Writer Does It** |
| List the candidates primary claims/arguments: | Why do you think the candidate chose these claims/arguments? |
| What is the tone of the debate? Celebratory? Critical? Sarcastic? Serious? Humorous? Personal? Impersonal?  Mocking? | How does the tone reveal the bias of the candidate? How does the tone contribute to the purpose of the debate? |
| What is the candidate’s purpose? To explain? To inform? To anger? Persuade? Amuse? Motivate? | Why does the candidate choose this purpose? What effect does it create? |
| Who is the candidate’s intended audience? Be specific! It’s not necessarily “America.” | Why does the candidate engage this audience?  List evidence that supports the intended audience. |
| How did the candidate arrange his or her ideas? What are the patterns of arrangement? Particular to general? Broad to specific? Spatial? Chronological? Alternating? Block? | Did the arrangement of ideas, or the way the candidate developed them, create some sort of effect? What purpose does it serve? Why did the candidate arrange his/her ideas this way? |
| How does the candidate use diction? Is it formal? Informal? Technical? Jargon? Slang? Is the language connotative? Denotative? Are certain words repeated? Is the language emotionally evocative? | Why does the candidate use this type of diction? What effect does it create? |
| What type of appeals does the candidate use? Ethos? Logos? Pathos? How does the candidate establish his/her credibility? What emotions does the candidate want to evoke in the audience? How does the candidate create a logical argument? | Why would the candidate choose to use these appeals? Which appeal is the most effective in proving the candidate’s claims? How do the appeals affect the tone of the debate? |