**PEAP**

**Analyzing the Rhetorical Situation**

**Persona**

The speaker, author, or writer has a certain way(s) he or she wants to be perceived by the audience, based in part on who he or she presumes the audience to be and in part on the message the writer/speaker finds most compelling.

**Exigence**

The exigence of a text has to do with what prompts the writer or speaker to write or speak in the first place: a convergence of time, place, people, events, and the key motivating force behind the writing. Exigence connotes a pressing problem in the world, which the writer or speaker asserts must be attended to, understood, and addressed.

**Audience**

The audience is not just an identification of the group of listeners or readers to whom the piece is directed but also an analysis of their knowledge, attitudes, and beliefs.

**Purpose**

The purpose is the reason(s) behind the writing of the text. In analyzing a text, you usually state the purpose in *infinitive* form (*to* + a strong verb) with clarifying details (i.e., *to criticize* the British government for its involvement in imperialism). Purpose statements require strong verbs to communicate not only the reason(s) but also the tone.

*Analysis of the Rhetorical Situation*

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| **Persona of the Speaker** How does MacDonald want to be perceived? What does MacDonald presume about his audience? |  |
| **Exigence** Time Place People Events Motivating force behind Smith |  |
| **Audience** Knowledge Attitudes Beliefs |  |
| **Purpose** Infinitive phrase |  |

*Synthesis* (1-2 sentences maximum bringing together all the elements of the rhetorical situation)

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