



# RHETORICAL ELEMENTS

Characteristics every text has,  
influenced by genre

ENGH 121



## OBJECT OF STUDY

What is this text about?

The main focus of a text,  
an idea specific to this text

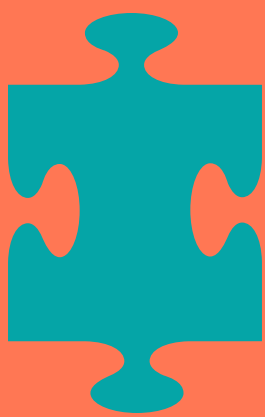
A noun or noun phrase



## PURPOSE

What does this text want to do?

What did the author want to  
accomplish? Often a verb: "to  
inform \_\_ about \_\_\_\_..."



## PROBLEM/EXIGENCE

Why was the text created?

What motivated the author to  
create this text? Three types:  
personal, social, or research



## AUDIENCE/RELEVANCE

Who is meant to read this text? How  
is the text made useful for them?



## THEMES/KEY CONCEPTS

What big ideas can be found  
throughout the text?

Examples: "love" "family  
relationships"