



RHETORICAL ELEMENTS

Characteristics every text has,
influenced by genre

ENGH 121



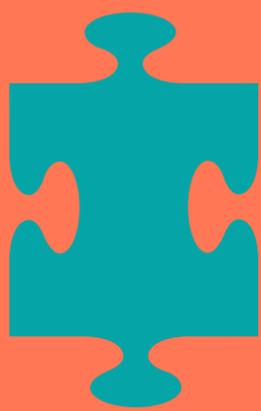
OBJECT OF STUDY

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"