Neo-Aristotelian Rhetorical Analysis

A Neo-Aristotelian rhetorical analysis makes careful use of three components; the rhetorical triangle, the 5 rhetorical canons, and assessment or evaluation of the message’s effects.

**Rhetorical Triangle:** The rhetorical triangle considers the rhetor or person/organization producing and delivering the message, the audience, and elements of the message itself.

![Rhetorical Triangle Diagram]

**Five canons of rhetoric:** Each canon considers different aspects of the message and its use or delivery.

*Invention:* The creation of legitimate arguments, the discovery of resources for persuasion

*Arrangement:* The structure or organization of elements in the message

*Style:* The way something is spoken, written, or presented

*Memory:* Methods and devices to aid memory or to make something memorable

*Delivery:* The manner of presentation including control of voice and gestures in delivering a speech. Can also include the different channels or mediums used in delivering the message

**Assessment or evaluation:** Rhetorical analysis ends with an assessment or evaluation of the messages impact on the audience(s). In simple terms, did the speaker accomplish the goals of the message through how the audience responded to the message?