

Digital Storytelling Project Rhetorical Analysis

“A **rhetorical analysis** is a method of describing the context in which an author [composer] wants to communicate his or her purpose or call for action to the intended audience in a genre.”

--Kristin L. Arola, Jennifer Sheppard, and Cheryl E. Ball, [Writer/Designer](#)

Analyze and describe the context of three digital stories from different categories (e.g., art, history, mathematics) from the following site:

- University of Houston Digital Storytelling Example Stories
(http://digitalstorytelling.coe.uh.edu/example_stories.cfm?id=21&cid=21)

When conducting your rhetorical analysis, keep in mind the following five areas: audience, purpose, context, composer, and genre.¹

Audience:

- Who is the primary intended audience for the story?
- Who might be the secondary audience(s)?
- What values or opinions do the primary and secondary audiences hold? How does the story attempt to appeal to these values or opinions?
- What effect did the digital story have on you as a viewer?

Purpose:

- What do you consider to be the overall intention of the story? What leads you to this conclusion?
- Might there be one or more secondary intentions? Why do you think so?
- How does the story attempt to appeal to the audience’s values and emotions (pathos)?
- How does the story attempt to provide concrete support (logos)?
- Does the story succeed in fulfilling its intentions? Why or why not?
- What was the most effective aspect of this digital story? Why?
- What was the least effective aspect of this digital story? Why?

Context:

- What is the exigency for the story? In other words, what motivated the creation of the story?
- Does the composer provide sufficient context for audience members? Why or why not?



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¹ The five areas of analysis and related questions are modified slightly from Arola, Sheppard, and Ball pp. 22-27.

Composer:

- Who created the story?
- How does the composer of the story establish credibility (ethos)?

Genre:

- How would you describe the characteristics of digital stories as a genre?
- Which modes (written words, static images, voice, music, moving images) are represented in this digital story?
- What work does each mode do (convey information, evoke an emotional response, illustrate a concept, provide background and context)?



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