

Overview

Your rhetorical analysis should include both a description of your team's selected site and an evaluation of the site's rhetorical effectiveness. In order to address these concerns thoroughly, you will need to research the context of your site; you need to build profiles for both its authors and potential audiences. In order to construct a detailed sense of the document's rhetorical situation, you should investigate not only the site itself but also other sites that focus on related themes and topics.

Also, please remain mindful of the importance of this activity. Your analyses will be the starting point for your redesign proposal, and your discussion should refer to specific aspects of the site.

Description of the Site and Intended Audience

Your discussion should include a brief description of the website including information about its structure, content, and overall themes. You should create detailed profiles of the site's **author(s)**, **audience(s)**, and **purpose(s)**.

- the author's name(s), background(s), characteristic(s), and assumption(s).
- the names of any sponsoring organization and its general characteristics.
- implied and explicit audiences and their general characteristics and assumptions.
- the purpose(s) and goal(s) of the site.
- the dates of publication and updates.
- any insight that you can provide into the history of the site.

Analysis of the Site's Rhetorical Effectiveness

In addition to a description, you also should include an evaluation of the site's rhetorical effectiveness. That is, you should consider the site's rhetorical effectiveness in relation to its **intended audience**.

- How well does it identify and connect with a particular audience? (Include specific examples of how connection with the audience is or is not established.)
- How well does it establish and pursue specific goals and purposes? (Include specific examples of how goals are or are not achieved.)
- How well does it use the potentials of the web as a medium to achieve these goals?

Please keep in mind that your analysis should address issues of both form and content. In relation to **form**, please consider the following issues in your analysis:

- How rhetorically effective are the font choices (color, size, face, emphases)? Are they legible and consistent with the tone and theme of the site?
- How user friendly is the page layout? Does it make effective use of design principles (proximity, alignment, repetition, contrast)?
- How well constructed is the linking and interactivity? Is the site navigable rather than disorienting? Does it contain options for both internal and external movement? Does it provide users with helpful options such as site maps, contact information, navigation bars, multiple paths through the site, etc.?
- How consistent is the visual design of the page? Are the visual themes identifiable to users? Do formatting choices provide meaningful rather than seemingly random visual cues?
- How rhetorically effective and appropriate are images on the site? Do they enhance, rather than detract from, the goals of the page? Are they proportionate to the text? Are they effectively sized and cropped? Do they have a reasonable load time and legible resolution?
- How adequately has the site been proofread and tested? Are broken links, typing errors, broken images, and other glitches common or rare within the site?

In relation to **content**, please consider the following issues in your analysis:

- How reliable is the quality of the information provided? Is the content accurate? Does the site draw upon reliable sources? How can you tell?
- How well developed is the content? Does the site include relevant details and a thorough discussion of its subject matter?
- How appropriate is the site's tone? What mood(s) is the site trying to set (professional, playful, neutral, celebratory, anxious, indignant, etc.)? Is the tone/mood suitable to the purpose and intended audiences of the page?
- How timely is the content of the site? Is information provided about the subject matter current? How recently and thoroughly has the site been updated?
- How relevant is the content to the site's overall purpose? Does the site include materials that seem extraneous to its goals? Is it missing materials or information that are crucial to its rhetorical effectiveness?