**Theory of Argument: One More Way to Analyze Rhetoric**

1. **Rhetorical Situation: Who is the audience and what message does he want those in the audience to believe?**
2. **Appeals: Pathos, Ethos, Logos**
3. **Arrangement: How does the author construct the writing? How are the pieces put together?**
4. **Style: Diction, Syntax, Figurative Language, Imagery, etc.**