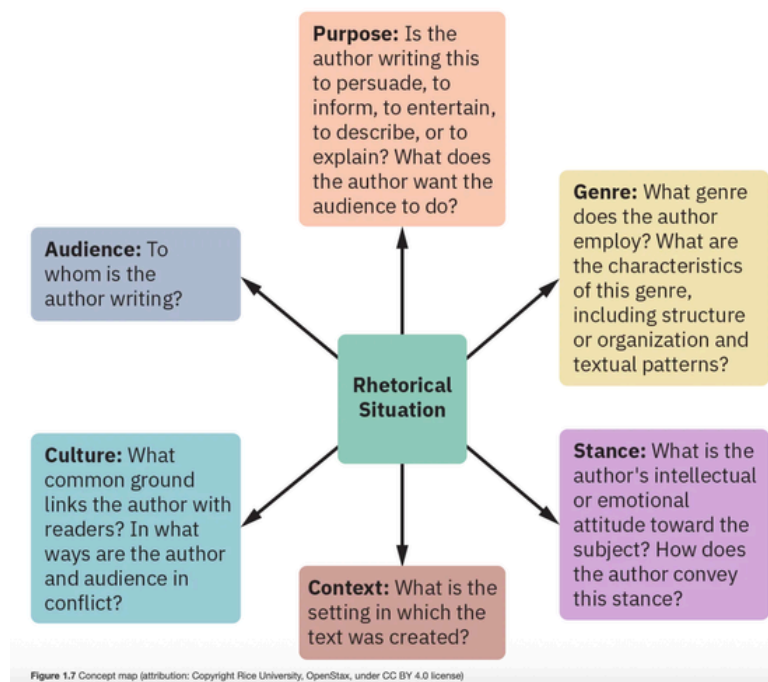


Rhetorical Situations

THE BASICS OF COMMUNICATION HAVE NOT CHANGED. . .

“Writing rhetorically means being conscious of the ways in which you construct a message within a clearly defined rhetorical situation.”
(Robinson & Jerskey, 2021, p. 11).

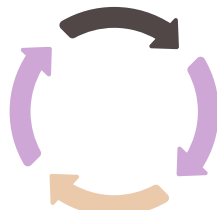
In short, writing is communication. We write intending to share something. The writing occurs in situations where genre, purpose, audience, stance, context, and culture are involved in creating meaning. Figure 1.7 illustrates a concept map that expands on each element of the rhetorical situation.



So if our goal this week is to discuss Rhetorical Situations, then we must acknowledge our skill of **active reading too!** Sullivan acknowledges this act as a recursive process that offers the flexibility of revisiting the text. What was the last thing you read? Was it a text, an email, or a social media post? English 1301 is a writing class, but understanding the influence reading has on the writing process will endorse how we apply the rhetorical situation effectively.

Let's consider that last piece of writing you read. Did the piece resonate with you? Could you respond to the text? In many cases, especially in college, responding takes the form of writing!

Writing is not natural. Writing succeeds when a process is present.



We will look closely at our writing intentions and executions. Sometimes our intentions do not match our execution, and that's where the message gets lost or the point gets missed. One of our major course learning objectives is to mitigate the disparities between our intentions and execution; that all begins with awareness of the rhetorical situation and applying the writing process to effectively communicate!

UP NEXT?

LANGUAGE, IDENTITY AND CULTURE