



Rhetorical Analysis of a Meme by Patricia G. Elmore and Julianne M. Coleman

Name: _____

Date: _____

**Rhetorical Analysis of a Meme
by Patricia G. Elmore and Julianne M. Coleman**

A. In your own words, use complete sentences to describe in the space below the meme's content and appearance. Copy down any words, colors, and/or descriptions of any pictures:

B. First Impression! At first glance, what do you think is the meme's message? Answer in the space below using a complete sentence.

C. Discuss with your partner as you fill out the graphic organizer that begins on the back of this page. Use complete sentences and examples from the meme to complete your rhetorical analysis.

Speakers and Audience

Who may have created this meme? What might be their goal in creating this meme?

Who might share this meme? What might be their goal in sharing this meme?



Who might be the intended audience(s) for this meme?

Appeals to Logos

How does the meme appeal to the audience's logic?

Appeals to Pathos

How does the meme appeal to the audience's emotions?

Appeals to Ethos

How does the meme try to establish the authority of the speaker?

Appeals to Kairos (context)

What is the subject or topic of this meme?

What is the setting of this meme? In other words, where could you find this meme?

What mediums can be used to share and view this meme?

Material Affects

Describe the sizes and shapes of the meme, its words, and its images.



How might these sizes affect the meme's message?

How might these sizes affect the audience?

D. Informed Interpretation: Based on your analysis, what is the message of the meme? Explain using your analysis to support your interpretation of the meme.

E. Who do you think would agree with the meme and possibly share it? Explain.

F. Who do you think would disagree with the meme? Explain.

G. How might someone who agrees or disagrees with the meme change the meme before sharing it? Write a description or draw a picture. Then explain why these changes would be made.
