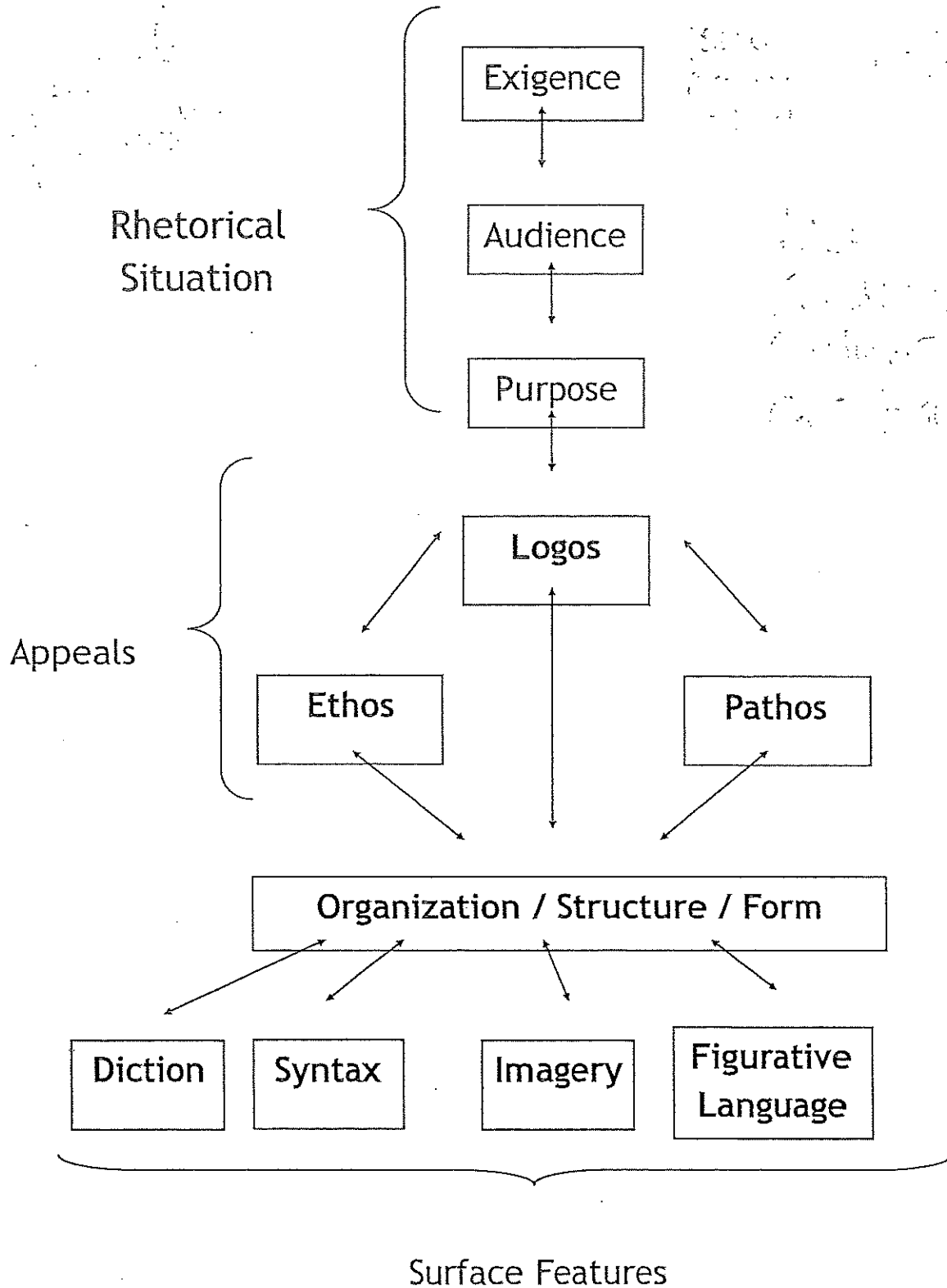


# Jolliffe's Rhetorical Framework Diagram



# The Hierarchy of Rhetorical Concerns

- A guide to organizing composing issues in order of importance

1. **Purpose:** what is the goal or objective for this piece of writing? What do I want this writing to do, convince, inform, analyze, explore, or summarize?
2. **Audience:** to whom am I writing? Who is my audience for this piece of writing? What are my audience's values, belief systems, interests? How can I appeal to those values, belief systems, and interests?
3. **Organization:** how should I organize my ideas to best meet the expectations of your audience?
4. **Context:** what are the current arguments and points of view on my topic? What format or genre does my audience expect—academic essay, business report, memo...?
5. **Development:** how much evidence do I need to support my argument or to clearly communicate my message? What types of evidence is appropriate for my purpose, audience, and context (data, textual support, charts, statistics)?
6. **Style:** genre conventions, vocabulary, sentence structure, paragraph structure
7. **Conventions:** grammar, spelling, punctuation