Says/Does/Because Analysis

•Rhetorical analysis involves observing what the text *does* as well as what it *says*
–**Says** statements summarize the content of a text – what it **says**
–**Does** statements describe the text's techniques, with as little reference to content as possible – what it **does**
–**Because** statements discuss the writer's purpose in employing those techniques – **why** he/she does it (to what effect).

•Says/does/because analysis involves observing and commenting on the differences between the content (says), the form and function (does), and the purpose (because)

•This is all related to a central thesis – both for you when you write, and for other writers we are reading.

•Ask yourself:

–What is the author's claim or aim?

–What is the author doing to get that across to his or her audience?

•What does he *say*? What does he *do*? Why? (think: ethos, pathos, logos)

•<u>Says</u> statements – summaries – are fairly easy; you've done those before.

•<u>Does/Because</u> statements are harder because they require close observation and analysis – *but they are the meat of rhetorical analysis.*

–They require you to **observe** the rhetorical techniques – and **analyze** their intended effect.

•What a text might "do"

describes	exemplifies	reasons
narrates	offers a hypothesis	traces
lists	supports	provides an example
itemizes	introduces	synthesizes
explains	claims	elaborates
compares	states a proposition	develops
illustrates	provides history	deepens
evaluates	categorizes	contrasts
cites	predicts	emphasizes
		contradicts

For this assignment, you will create three columns: *says*, *does*, *because*. You will find 20 *says* phrases or words in the document. Then, you need to state what it *does* for the document, for the author's argument; in the *does* column, use the words provide on the previous page. Finally, you will say why the author uses this tactic—*because*.

says	***does***	***because***