

Name: \_\_\_\_\_

## American Rhetoric Research Paper: CAPP Statement Review and Practice

*Take notes as we review information about CAPP statements:*

**What do we mean by rhetoric?**

1. \_\_\_\_\_

\_\_\_\_\_

2. \_\_\_\_\_

\_\_\_\_\_

So rhetoric is language used \_\_\_\_\_ to influence people.

The rhetorical situation is \_\_\_\_\_ the author decides to communicate with his/her audience.

We'll use the acronym CAPP when referring to the \_\_\_\_\_.

**Context:**

**Audience:**

**Persona:**

**\*Purpose:**

\*Purpose is the most important aspect of the rhetorical situation or CAPP.

*Now it's time to practice writing a CAPP statement for your research paper.*

In order to \_\_\_\_\_

\_\_\_\_\_  
(purpose)

\_\_\_\_\_ delivered his/her \_\_\_\_\_  
(author's name) (title of the speech)

to \_\_\_\_\_  
(specific audience)