Rhetorical Analysis of Music

Logos 🡪 Logic 🡪 Purpose: **Why does it matter?**

Pathos🡪 Emotional Appeal 🡪 Audience Awareness: **How is it conveyed to the audience?**

Ethos 🡪 Credibility 🡪 Context: **What is said to the audience to establish credibility?**

When completing rhetorical analysis, these are the three key things to keep in mind. Rather it be music or writing the same questions are applicable. For today, you will rhetorically analyze 2 songs from the Crunk music genre. Crunk Music is defined as, “a type of hip-hop music characterized by repeated shouted catchphrases and elements typical of electronic dance music, such as prominent bass (Webster’s, 2017).” Also, the “Rap Basement” provides additional insight on Crunk music <http://www.rapbasement.com/hip-hop/genres/crunk-music.html> .

While listening to the songs presented, think of the following questions.

Who are the artist (writers)?

Why does their artistry matter to their genre?

How do the lyrics attribute to the genre itself (what is the language used in your artifact, why does it matter)?

What are examples of lyrics heard that you feel represent the genre (supporting evidence)

How does the song or artist reach their target listeners (audience awareness)?

What is your overall take away from this exercise?