

# SPACECAT Rhetorical Analysis Scavenger Hunt

Students will explore how real-world media texts use rhetorical elements to persuade, inform, or influence audiences!



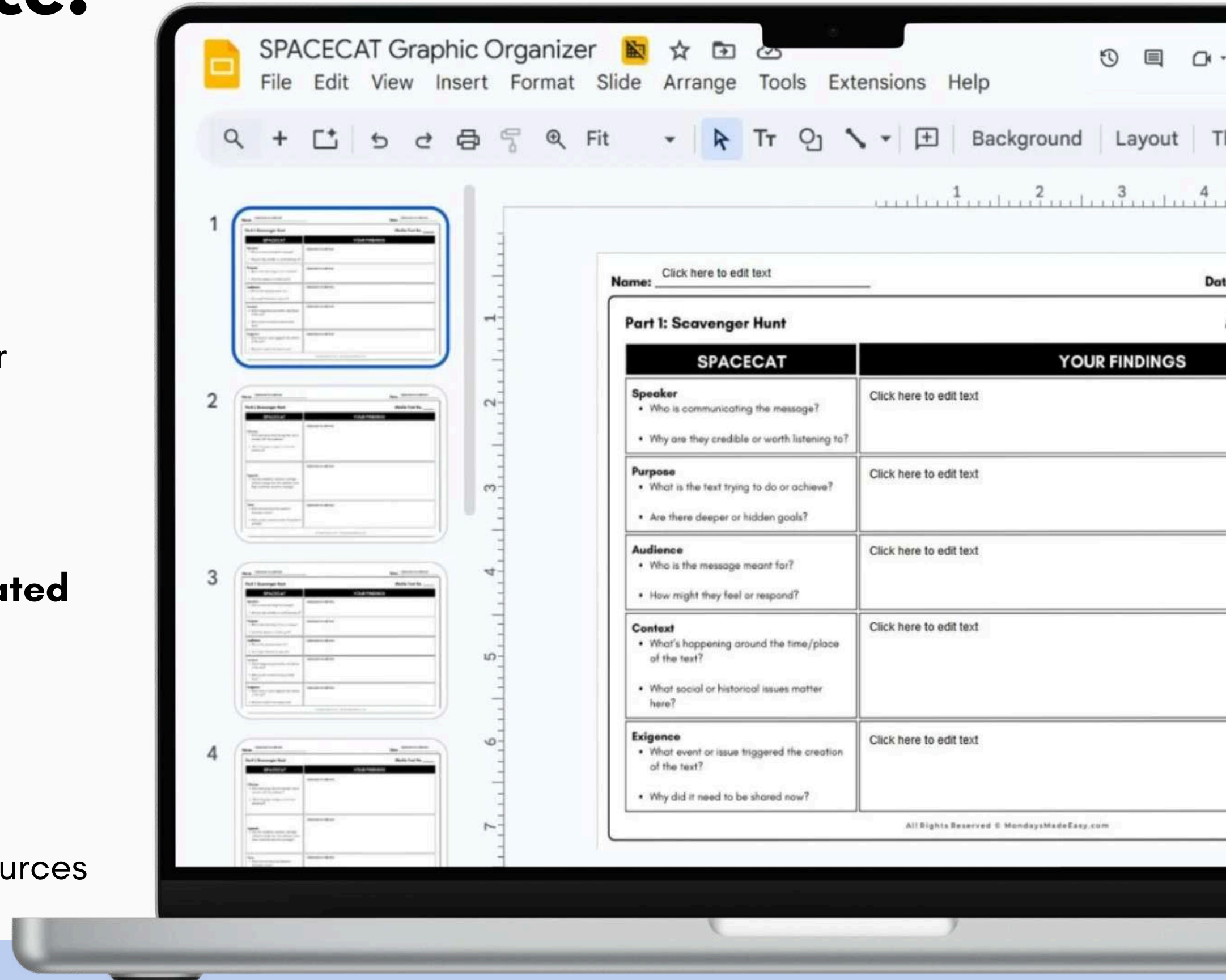
- **Engage in a rhetorical analysis scavenger hunt** using various media to explore speaker, purpose, audience, and persuasive choices.
- **Apply the SPACECAT framework** with supports and graphic organizers to track rhetorical elements and identify patterns in texts.
- **Offer scaffolded summary activities**, model responses, and answer keys to help students articulate their rhetorical analyses confidently.

**Reinforce rhetorical concepts and encourage critical thinking**

**PURCHASE HERE**

# Included with this resource:

- ✓ **“SPACECAT” Slideshow Lesson**
- ✓ **“SPACECAT” Informational Handbook**
- ✓ **Rhetorical Analysis Scavenger Hunt Activity**
  - Explore 5 different media texts from popular culture provided (no internet needed!)
- ✓ **“SPACECAT” Graphic Organizer**
- ✓ **Summary Paragraph Handout and Differentiated Scaffold**
- ✓ Detailed **Answer Key** and **Student Example Paragraph**
- ✓ **Teacher Instructions** for how to use these resources



**Includes Digital Version for Google Drive®**

# SPACECAT Rhetorical Analysis Slideshow Lesson

This lesson breaks down each mnemonic element – Speaker, Purpose, Audience, Context, Exigence, Choices, Appeals, and Tone – using simple definitions and relevant examples

## SPACECAT

**SPACECAT** is a mnemonic device used to analyze how a speaker crafts a message to influence an audience. It stands for **Speaker, Purpose, Audience, Context, Exigence, Choices, Appeals, and Tone**. Each of these elements helps decipher the rhetorical strategies behind a text, speech, or visual artifact.



## SPACECAT

Speaker · Purpose · Audience · Context · Exigence · Choices · Appeals · Tone

## SPEAKER

**The individual or group who created the message.**

The speaker's background and credibility shape how the message is received.

### Guiding Questions:

- ✓ Who is the speaker?
- ✓ What do we know about the speaker (profession, beliefs, experiences)?
- ✓ How does the speaker's identity shape the message?



**Greta Thunberg** is a Swedish climate activist who sparked a global youth movement demanding urgent action on climate change.

Across her speeches, her age and moral conviction add urgency, emotional power, and credibility to her message. Her identity amplifies the ethical stakes of climate inaction and positions her as a voice for future generations demanding accountability from those in power.

## GUIDING QUESTIONS:

How can SPACECAT help us become more critical and informed consumers of media?

# SPACECAT Rhetorical Analysis Informational Handbook

Students can rely on these materials for reference while exploring media texts

**Context**  
The setting and situation surrounding the message. This is the time, place, and circumstances that shape the message's meaning.

**Guiding Questions:**

- What social or historical events surround the message's creation?
- How do these events influence the message's meaning?
- How could the message's meaning change over time?

**EXAMPLE**  
A **wartime speech** often carries a solemn tone, highlighting sacrifice, courage, and unity to rally support and strengthen public resolve. In contrast, a **speech during peace and prosperity** tends to lean toward celebration, progress, and shared goals, reflecting the audience's more optimistic mindset.

**Speaker**  
The individual or group who created the message. The speaker's background and credibility shape how the message is received.

**Guiding Questions:**

- Who is the speaker?
- What do we know about the speaker (profession, beliefs, experiences)?
- How does the speaker's identity shape the message?

**EXAMPLE**  
Greta Thunberg is a Swedish climate activist who sparked a global youth movement demanding urgent action on climate change. Across her speeches, her age and moral conviction add urgency, emotional power, and credibility to her message. Her identity amplifies the ethical stakes of climate inaction and positions her as a voice for future generations demanding accountability from those in power.

**SPACECAT**  
Speaker · Purpose · Audience · Context · Exigence · Choices · Appeals · Tone

SPACECAT is a mnemonic device used to analyze how a speaker crafts a message to influence an audience. It stands for **Speaker, Purpose, Audience, Context, Exigence, Choices, Appeals, and Tone**. Each of these elements helps decipher the rhetorical strategies behind a text, speech, or visual artifact.

What's really going on beneath the surface of some viral posts, online articles, or YouTube ads? That's where SPACECAT comes in, so before diving into your next TikTok favorite or political meme, let's explore why, how, and when to SPACECAT.

WHY?	HOW?	WHEN?
SPACECAT is used because: <ul style="list-style-type: none"><li>It provides a structured and memorable approach to evaluating communication.</li><li>It encourages critical thinking about how messages are shaped and why they're effective (or not).</li></ul>	To SPACECAT a piece, you: <ul style="list-style-type: none"><li>Identify the <b>Speaker</b></li><li>Understand the <b>Purpose</b></li><li>Consider the <b>Audience</b></li><li>Examine the <b>Context</b></li><li>Locate the <b>Exigence</b></li><li>Analyze the <b>Choices</b></li><li>Look at the <b>Appeals</b></li><li>Detect the <b>Tone</b></li></ul>	Use SPACECAT when you are: <ul style="list-style-type: none"><li>Evaluating or engaging with persuasive communication.</li><li>Analyzing a rhetorical piece.</li><li>Studying how language is used to inform, persuade, entertain, or educate.</li><li>Breaking down how messages are shaped to influence the audience.</li></ul>

**Choices**

- Rhetorical Questions**  
Questions posed for effect, not answers, to provoke thought.  
**EXAMPLE**  
"What future are we leaving for our children?"
- Contrast**  
Highlighting differences to emphasize change, conflict, or stakes.  
**EXAMPLE**  
"Not darkness, but light. Not despair, but hope."
- Allusion**  
Referencing well-known texts, events, or figures to add meaning.  
**EXAMPLE**  
Referring to "Pandora's box" to suggest unintended consequences.
- Parallelism**  
Using similar grammatical structures to create rhythm, clarity, or emphasis.  
**EXAMPLE**  
"To strive, to seek, to find, and not to yield."
- Anecdotes**  
Personal stories used to humanize the message or build emotional connection.  
**EXAMPLE**  
Sharing a childhood memory to highlight the value of education.
- Structure**  
The deliberate organization of ideas to build momentum or guide understanding.  
**EXAMPLE**  
Opening with a problem, building tension, then ending with a call to action.

**Let's Wrap-Up!**

Understanding **Media Texts** through **SPACECAT** gives us the tools to analyze not just *what is being said*, but *how and why*.

By unpacking elements like **Speaker, Purpose, Audience, Context, Exigence, Choices, Appeals, and Tone**, we gain deeper insight into the strategies behind each message—whether it's a tweet, a news article, a commercial, or a speech.

**SPACECAT** turns passive media consumption into active interpretation, empowering us to think critically and engage thoughtfully with the media we encounter every day.

Includes **summary of key points** from the SPACECAT slideshow lesson

# SPACECAT Scavenger Hunt

Students will apply their knowledge by analyzing different media texts from pop culture!

**Media Text No. 2**  
An Excerpt from Anya Schultz's op-ed "The Problem With With Productivity", published as a finalist entry in *The New Student Editorial Contest* (2021)

**Media Text No. 3**  
A Viral Post from X made by a poet and speaker, @NajwaZel

**Media Text No. 4**  
An Excerpt from the official statement made by UK Education Gillian Keegan on February 19, 2024, regarding mobile phone schools

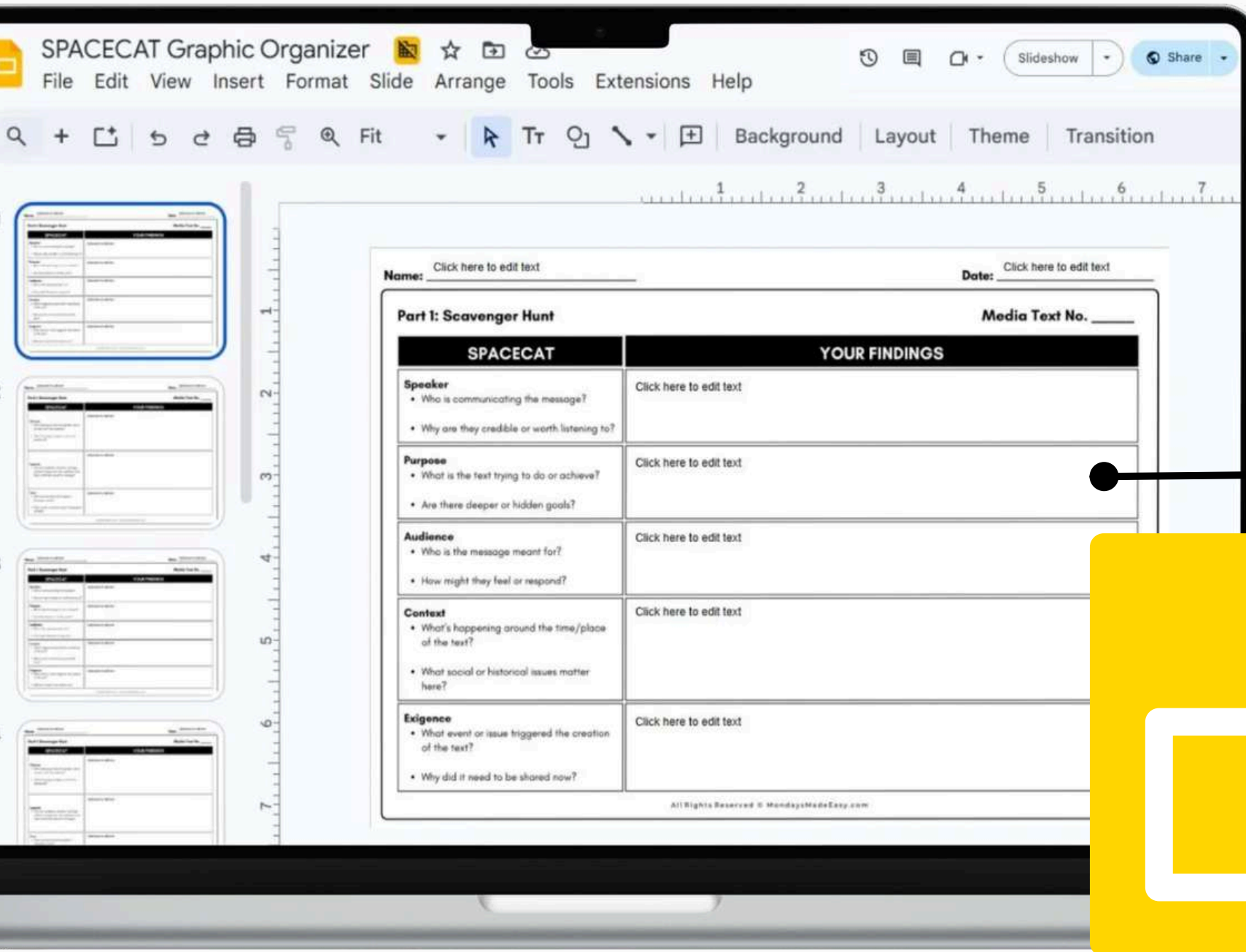
**Media Text No. 5**  
An Excerpt from Malala Yousafzai's speech at the United Nations Youth Assembly on Malala Day, July 12, 2013

**5 MEDIA TEXTS!**

You do not need devices or an internet connection to access these media texts; they are all included within the handouts provided!

# Includes SPACECAT Graphic Organizer

Students will track rhetorical elements across texts and begin to notice patterns in media communication



**Answer Key Provided!**