

## **Rhetorical Analysis**

In the article, “*Place your bets on Facebook’s IPO -- literally*” by Julianne Peptone, she gets the point across to her audience in minimal keystrokes. The writer speaks in an informative tone to get across the information needed by the audience to be able to decide if whether to invest in Facebook or not. This article is addressing potential investors and the writer, Julianne, supplies them with the information needed. The writer used various forms to effectively inform the audience. The text in the first sentence was made a different color to signify its importance to the article. The writer also uses outside sources to generalize the article.

The use of quotes from Paddy Power and Ladbrokes was evident in this article. Statistics were also provided and were presented in such a way that the audience can generalize to it. The message is clear in Julianne Peptone’s article. With the use of both statistics and quotes, Julianne effectively informed us of Facebook’s new action. To signify the importance of the sources used, the article stated that the Paddy Power has 3,300 transactions per second. This type of information is crucial for the audience and separates an article from an effective one.