

# Rhetorical Analysis Essay Example

In a product update letter released after users complained about late-night notifications, a sleep-tracking app explains why it will now limit alerts after 10 p.m. The message appears on the company's blog and inside the app itself, reaching readers who already rely on the service to manage rest. Instead of announcing the change as a feature upgrade, the writer frames it as a correction of the company's own behavior. The post uses admission of fault, technical explanation, and everyday scenarios to convince users the company understands their routines and deserves continued trust.

Hook

Context

Claim (Author's Purpose)

Thesis

The opening paragraph builds credibility through acknowledgment rather than promotion. The writer begins, "We designed reminders to help you sleep, yet many of you told us they woke you instead." The sentence reverses the expected marketing tone and presents the company as capable of error. By stating the complaint directly, the writer signals attentiveness to feedback. Readers who felt annoyed see their experience recognized, which prepares them to accept the explanation that follows.

After establishing trust, the post shifts to reasoning. The writer describes how notification timing was based on average activity data and explains that late exercise patterns triggered alerts at inconsistent hours. Specific details about data collection show the decision came from measurable behavior rather than arbitrary design. The explanation also avoids defensive language. Instead of dismissing the problem, the company describes the mechanism and then outlines the adjustment. This logical sequence guides readers to view the update as a correction based on evidence.

The message then moves to practical impact. The writer describes a typical evening: a user reads in bed, receives a reminder, checks the phone, and stays awake longer. The scenario connects technical change to daily habit. Readers recognize the pattern and understand why the modification matters. The description turns an abstract setting into a routine interruption, reinforcing the purpose of the update.

## Ethos:

shows how admitting fault establishes credibility and prepares readers to accept the explanation.

## Logos:

explains the reasoning behind the change and presents the decision as evidence-based.

## Pathos:

makes the issue personally meaningful for the audience.

## Audience Relationship and Tone:

demonstrates cooperation and openness to feedback, positioning the company as attentive.

**Evaluation:**  
explains why the  
strategies work  
together and  
concludes that  
they successfully  
rebuild trust.

In the final section, the company outlines the new settings and invites feedback on future updates. The closing line states, “Sleep works best when technology steps aside at the right moment.” The phrasing positions the company as supporting user well-being rather than seeking attention. The invitation for further response keeps communication open and suggests ongoing adjustment.

Through acknowledgment, explanation, and relatable example, the post reshapes a complaint into a sign of responsiveness. The strategies align with the expectations of users who value control over their habits. The message succeeds because it presents change as a reaction to real behavior rather than a marketing addition, reinforcing trust in the service’s purpose.