

Rhetorical Triangle Practice Activity

Directions: Read the following passage and determine which part of the rhetorical triangle aligns with each element from the passage.

Passage: Alex Gibney created the HBO documentary *The Inventor: Out for Blood in Silicon Valley* to illustrate how Elizabeth Holmes, the founder of the fraudulent blood-testing company Theranos, managed to fool the public for so long. Although Gibney likely knew that most people would already be familiar with Theranos's demise by the time the film debuted, he also probably expected them to wonder how such blatant fraud went undetected and unchecked. As a result, Gibney used commentary from journalists who promoted Holmes and ex-employees from Theranos in order to illustrate the company's enigmatic appeal. Similarly, he highlighted similarities between Holmes and other cult personalities in Silicon Valley in order to provide cultural context for the support Holmes attracted. In other words, while Gibney primarily focused on Holmes and Theranos, he used that story to demonstrate how Silicon Valley start-up culture was uniquely susceptible to fraud.

1. HBO Viewers
 - A. Genre
 - B. Audience
 - C. Speaker/Purpose
 - D. Subject
 - E. Social Context

2. Alex Gibney using the story of Holmes and Theranos to critique Silicon Valley start-up culture
 - A. Genre
 - B. Audience
 - C. Speaker/Purpose
 - D. Subject
 - E. Social Context

3. people having familiarity with the scandal but potential skepticism or questions about how such blatant fraud could go unchecked for so long
 - A. Genre
 - B. Audience
 - C. Speaker/Purpose
 - D. Subject
 - E. Social Context

4. documentary
 - A. Genre
 - B. Audience
 - C. Speaker/Purpose
 - D. Subject
 - E. Social Context

5. the downfall of Theranos, Elizabeth Holmes's fraudulent blood testing company
 - A. Genre
 - B. Audience
 - C. Speaker/Purpose
 - D. Subject
 - E. Social Context