



BURKE'S PENTAD  
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- Act: What was done?
- Agent: Who did it?
- Agency: By means was it done?
- Purpose: Why was it done?
- Scene: Where and when was it done?

Kenneth Burke was an American rhetorical theorist known for his methods of breaking down and defining facets of life, including religion.

One of Burke's theories, "Burke's Pentad," pinpoints elements of a scene and why it occurred.

Burke's Pentad is a critical method of argument and serves as an analytical tool for rhetorical analysis.

A complete rhetorical analysis using Burke's Pentad will offer answers to these five questions: what was done, who did it, by what means was it done, why was it done, and where and when was it done.

Where should the mural go?

- Brown St.
- Fitz Hall
- Flanny's
- College Park
- The Neighborhood



Breaking down "THIS IS DAYTON"

**Act:** Commemorate all aspects of UD culture.

**Agent:** Dayton students and faculty.

**Scene:** "DAYTON" text ties together all aspects of UD culture: athletics, academics, religion, and legacy.

**Agency:** Display the mural in a populated part of campus; all students and faculty can see the mural on a daily basis.

**Purpose:** Represent and unify all aspects of UD culture. Tie the campus with the city and all students and faculty.