The goal of your analysis is to argue whether or not the article would be overall convincing to its target audience. In order to convey your stance on this, you should Establish who the target audience is (how do you know who is the target audience?) Identify the claim (consider: is the claim directly stated or left implied?) Analyze the reasons and evidence supporting the claim (is it all logical, or are there issues here with logical fallacies or a lack of evidence?), and would these convince the target audience? Does the text use emotional appeals and/or sensory appeals? Would these appeals convince the target audience? Does the writer actually have authority (credibility) on the topic? Would this authority be convincing for the target audience? Link to use for rhetorical analysis: https://www.buzzfeednews.com/article/olivianiland/breast-reduction-surgery-body-image