

ANALYZING RHETORICAL USE OF SOURCES: THE BEAM MODEL

When evaluating a source, consider its rhetorical purpose and function. The BEAM model of rhetorical source use describes four main ways sources are often used.

The BEAM Model

Background

General information or factual evidence used to provide context

Example: encyclopedia article, dictionary definition

Exhibits/Evidence

Materials a writer analyzes/interprets

Example: literary or artistic works, field observations, scientific specimens, contemporary reviews, historical documents

Argument sources

Materials whose claim a writer engages

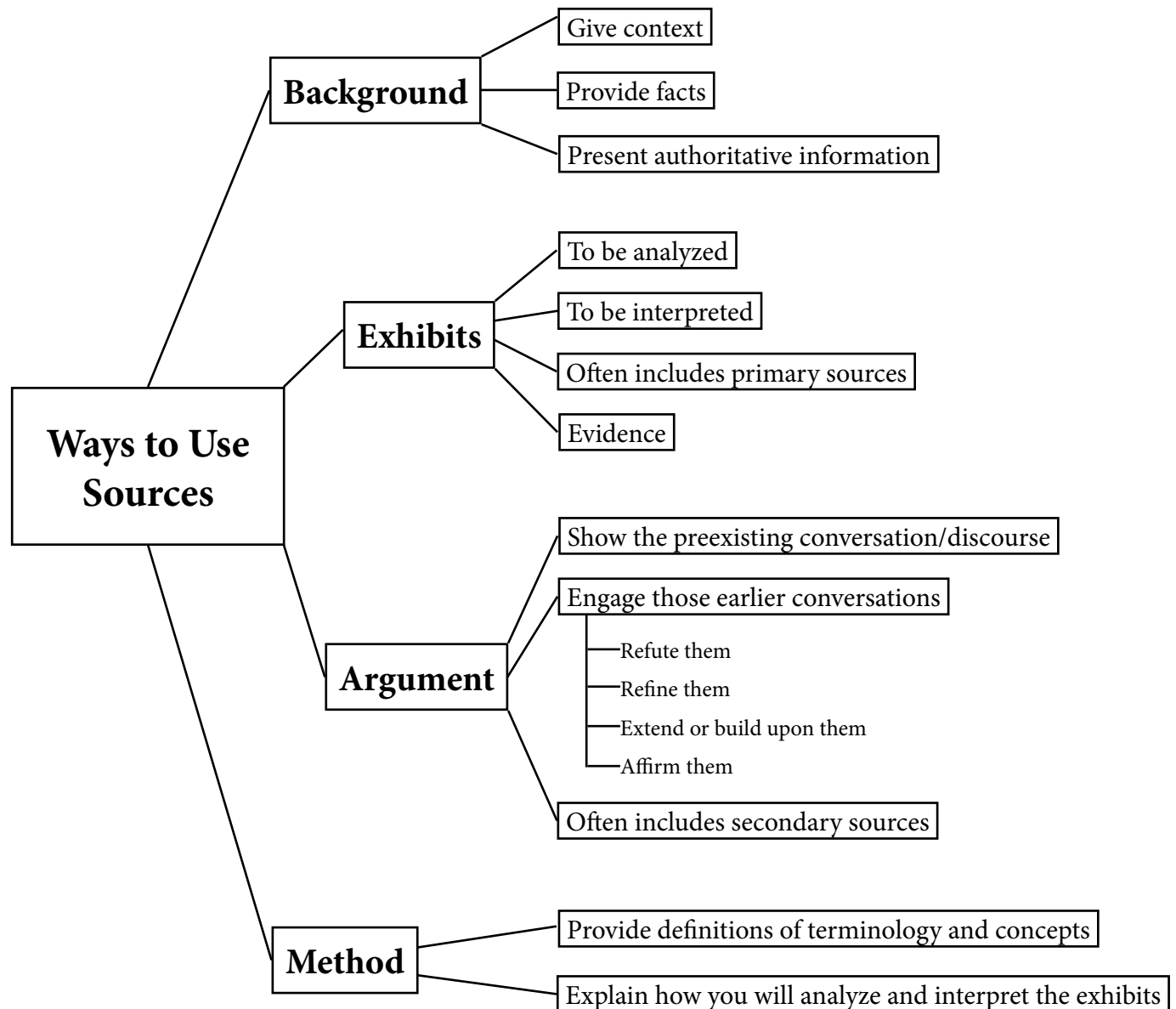
Example: scholarly articles, opinion pieces

Method/theory sources

Materials from which a writer adopts a concept or manner of working/thinking

Examples: references to theories/methods used by the author (e.g., feminism, New Historicism, direct observation, mixed methods)

Based on: Bizup, J. (2008). "BEAM: A rhetorical vocabulary for teaching research-based writing." *Rhetoric Review* 27, 1: 72-86.



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