**When reading a line or very short passage from an article or essay, this is the *heart* of what you’re doing for a textual/rhetorical analysis, answering these three questions:**

1. **What does it *mean*?** (Not, what does it say? That’s summarizing—we’re analyzing.) Interpret the line for your audience.
2. **How does it work**? Is it an appeal to logic? To emotion? To both? Explain. Also, what, language-wise, makes it work? How so?
3. **How might the audience react?** In other words, what effect might the writer’s strategy as far as stance and language go have on readers?