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| **Rhetorical Categories** | **Analysis** |
| Consider the author:   * Stance * Authority * Style * Tone |  |
| Think about the audience:   * Who is being addressed and what factors make you think so? * What do you know about the audience’s values? |  |
| Take note of your reactions:   * What is your first impression? * Do you agree/disagree/or both? Why? * Surprising or challenging thoughts? * How well does the text achieve its purpose? |  |
| Text design:   * Does the design affect your understanding of the text? Why? * Are there visuals? If so, how do they contribute to the message? * What design features would make the text more compelling in your opinion? |  |
| Talking back to the text:   * Note strengths and weaknesses of the argument/message. * Do you have points you would like to remember or challenge? * Consider other possible views. |  |