

Prewriting Checklist for Your Selected RA Reading

- **Content:** What is the overall message or argument of the piece?
- **Genre & Audience:** What genre is the piece? Review? News article? Press release? What audience is it trying to reach? How do you know?
- **Voice and tone:** What voice does the text use to reach its audience? Is the language technical, informal, personal, authoritative? Is the voice comic or serious? What stylistic elements give you an indication of the tone? Circle, underline, or otherwise note some specific examples.
- **Strategy of development:** Which strategies of development does the text rely on most heavily? Narration? definition? comparison-contrast? example or illustration? classification and division? process? analogy? cause and effect? How do these strategies contribute to the texts's persuasive appeal?
- **Rhetorical appeals:** Which rhetorical appeals dominate in this text? Circle, highlight, or otherwise indicate which appeals are being used: Ethos, Pathos, Logos and offer a brief commentary here.
- **Historical context/kairos & cultural resonance:** How do the demands of context shape the persuasive appeals at work in the text? To what extent does it reflect, comment on, challenge, or reinforce contemporary cultural, political, or economic ideology or stereotype? To what extent is it part of a larger cultural argument/discussion?
- **Arrangement:** How are the elements of the text arranged and organized? How does the piece move? What is the purpose behind this arrangement? How does the text's organization lead the reader through—and facilitate—its argument?

- **Design:** What typeface is used? What size? What color? How do these decisions reflect attention to the rhetorical situation? How do they function in relation to the texts's rhetorical appeals?
- **Word and image:** If the text includes images, what is the relationship between the word and the imagery? Which is given priority? How does this relationship affect the persuasiveness of the text?