



**AUDIENCE 2**

The main people that want or need to know this information are...

Other people that could stand to hear this information are...

(Use Evidence from the Text)

**STYLE 3**

Tone

Device

Writing Style (sentence length, paragraph length, diction, literary devices, conventions)

What is the relationship between the writing style and the audience?

**EVALUATION 7**

Most important claim or information?

Which info is new?

Which have we heard before?

Where is argument strongest? Weakest?

## Argument Analysis: Is the Claim Valid?

**EVIDENCE 4**

Is there enough evidence?

Is the evidence relevant?

Is the evidence accurate?

**Logic and Persuasion 6**

Logical Fallacies & Pers. Techniques?

Fairness/Bias/Logic Balance?

**ANALYSIS 5**

This argument assumes that...

This argument failed to consider...

This argument is explicitly using...

This argument is implying that...

**REVISION**

- What elements of this media's design could have been changed, and to what effect?
- What other media forms could author have considered, and to what effect?

**\*NEXT STEPS**

What would make you to think about, read, or "do" more?  
What other ideas or topics should be considered?