



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

Devices

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?

Factual/Value/Logic Balance?

ANALYSIS **5**

This argument assumes that...

This argument failed to consider...

This argument is explicitly stating...

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 writer to think about, read, or "do" next?

What other ideas or media should be considered?