

(Cite Evidence from the Text!)

**Primary Claim**

↓                      ↓                      ↓

Supporting      Supporting      Supporting  
Detail #1      Detail #2      Detail #3

Other Ideas

**1**

**AUDIENCE** **2**

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

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

**STYLE** **3**

Tone

Diction

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

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

**Argument Analysis:  
Is the Claim Valid?**

**EVALUATION** **7**

Most Important Ideas or Information?

Which info is new?

Which have we heard before?

Where is argument strongest? Weakest?

**EVIDENCE** **4**

Is there *enough* evidence?

Is the evidence relevant?

Is the evidence *accurate*?

**Logic and Persuasion** **6**

Logical Fallacies & Pers. Techniques?

Pathos-Ethos-Logos 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 sense to think about, read, or "do" next?  
What other ideas or media should be considered?