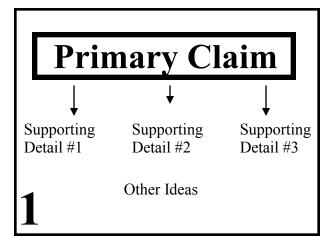
3



### AUDIENCE

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

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

## STYLE

Tone

Diction

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 Ideas or Information?

Which info is new?

Which have we heard before?

Where is argument strongest? Weakest?

Logic and Persuasion Logical Fallacies & Pers. Techniques? 6

Pathos-Ethos-Logos Balance?

# Argument Analysis: Is the Claim Valid?

5



Is there *enough* evidence?

Is the evidence relevant?

Is the evidence *accurate*?

### ANALYSIS

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?