

<p><u><i>Subject</i></u></p>	<p><b>What the piece is about.</b> No opinions, just facts. Concise, complete and objective. (1-3 sentences)</p>
<p><u><i>Occasion</i></u></p>	<p><b>What is the rhetorical occasion</b> (time, place and current situation)? Is it a memory, description, speech, argument, critique, journal entry, etc.?</p>
<p><u><i>Audience</i></u></p>	<p><b>Who is the audience</b> (group of readers to whom this piece is directed)? Does the speaker identify the audience? What assumptions can be made about the intended audience?</p>
<p><u><i>Purpose</i></u></p>	<p>What is the <b>purpose for the passage/text</b> (the reason for its composition)? What is the “reason” behind the text? What is the message? How does the speaker try to spark a reaction in the audience? What techniques are used to achieve a purpose? How does the text make the audience feel?</p>
<p><u><i>Speaker</i></u></p>	<p><b>Who is the speaker</b> (the voice that tells the story)? Is someone identified as the speaker? What assumption can be made about the speaker? What age, gender, class, emotional state, education, etc.?</p>
<p><u><i>Tone</i></u></p>	<p>If the author were to read aloud the passage, describe the likely <b>tone of voice</b>. It is whatever clarifies the author’s attitude toward the subject. What emotional sense pervades the piece? How do the author’s diction, details, images, language, and sentence structure convey his or her feelings?</p>