

TEXT ANALYSIS (BASICS)

In order to conduct a thorough analysis, make sure to ask the following questions of your document/artifact in the following order:

1) SUMMARIZE THE DOCUMENT

What is the document/project about? Explain

2) ANALYZE THE RHETORICAL SITUATION

What is the rhetorical situation?

Who is the author? How do you know?

Who is the audience? How do you know?

What is the purpose? How do you know?

When was the item created? Published? How do you know?

Where was the item created? Published? How do you know?

What is the medium?

3) ANALYZE THE ARGUMENT

What is the stance?

What is the focus, theme, or argument?

Does the item have a claim? Or, does the item have a focus, main idea, or theme?

Does the item use natural support?

Facts?

Testimony?

Rules?

Laws?

Codes?

Ethos?

Pathos?

Logos?

Do you think the author is successful in persuading/moving their audience or in creating an effective reaction?

4) ANALYZE THE AUTHOR'S STYLE

Explain the author's writing style. Is it formal? Informal? How do you know?

Are there any textual ornaments or embellishments?

5) FINAL THOUGHTS

In your conclusion, explain: Do you think the author did a good job persuading the audience? What makes you think so? What outcomes in society do you see? What changes in hindsight have been made? What advancements in society have been seen?