**Group 1**

Focus: The Writer or Speaker (his/her voice or persona)

1. Does the author use stereotypes, show prejudice or bias?
2. How does the author treat those who disagree with their claim (s)?
3. How does the author value the welfare of others? Are they sympathetic, disinterested, motivated to help or improve circumstances?

*Focus: Evidence*

1. What evidence is used to support the claims?
2. How is the evidence presented? List 2-3 examples for each of the strategies you find.

* Examples and illustrations
* Facts
* Statistics
* Precedents, laws

*Focus: Ethos, Pathos, Logos*

1. Ethos: How does the text make an argument about the topic using an appeal to authority or credibility? List 2-3 examples.
2. Pathos: How does the text make an argument about the topic using an emotional appeal or connection to the audience? List 2-3 examples.
3. Logos: How does the text make an argument about the topic using facts and reason? List 2-3 examples.

**Group 2**

*Focus: The Audience*

1. What are the characteristics of the target audience?
2. How can you tell? Consider the characteristics below, and list 2-3 examples for each one you notice.

* Race
* Age
* Sex
* Physical characteristics
* Habits
* Economic level
* Educational level
* Religious beliefs
* Ethnicity, citizenship, and/or location

1. How might other audiences outside of the target audience respond and why?
2. Are any members of your group part of the target audience? Who and why?
3. Is it possible that the “target” audience was not actually who the text was crafted for? What makes you think so?

*Focus: Ethos, Pathos, Logos*

1. Ethos: How does the text make an argument about the topic using an appeal to authority or credibility? List 2-3 examples.
2. Pathos: How does the text make an argument about the topic using an emotional appeal or connection to the audience? List 2-3 examples.
3. Logos: How does the text make an argument about the topic using facts and reason? List 2-3 examples.

**Group 3**

*Focus: Strategies of Development—The Message (i.e. the text)*

1. Which strategies of development does the text rely on to make its argument? List 2-3 examples for each of the strategies you find.

* Narration
* Comparison/contrast
* Process
* Definition
* Categorization
* Example
* Cause and effect
* Analogy

1. Does the organization work (i.e. is the information easy to follow/understand)? How might it be improved?

*Focus: Exigency—“refers to the motivation behind the argument (both internal and external)”*

1. What issue, problem, or situation caused this text to be created?
   1. “The situation surrounding the argument can affect the motivation for the argument as well as impose new constraints (where the argument takes place, etc).”
2. Purpose – Why does the audience need to hear the message?
3. What is the problem or issue that is being addressed and what makes it important right now?

*Focus: Ethos, Pathos, Logos*

1. Ethos: How does the text make an argument about the topic using an appeal to authority or credibility? List 2-3 examples.
2. Pathos: How does the text make an argument about the topic using an emotional appeal or connection to the audience? List 2-3 examples.
3. Logos: How does the text make an argument about the topic using facts and reason? List 2-3 example.