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| **SPEAKER:**Who is the speaker? |  |
| **OCCASION:** What prompted the creation of this text? |  |
| **AUDIENCE:** Who is the intended audience? |  |
| **PURPOSE:**-What is the claim?-What is the reason for writing this?-What is the call to action? |  |
| **SUBJECT:**LOGOS: (logic)COUNTERCLAIM: :PATHOS: (emotion) |  |
| **TONE:**What is the speaker’s attitude toward the subject? How does the speaker use connotative diction and /or imagery to create tone? |  |