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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? |  |