**Rhetorical Analysis Planning and Organizing Sheet**

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| Central argument or thesis |  |
| Use of logos, pathos, ethos | Examples: |
| Difficulty of the vocabulary?  | Examples: |
| What tone is the author trying to strike and how? | Tone:Examples: |
| Does the author use common rhetorical devices such as metaphor, simile, allegory, allusion and/or repetition? Discuss the effectiveness of these devices. | Examples: |
| How much prior knowledge does the writer assume from the reader? How much context (background info) does the author provide to ensure understanding? |  |
| How convincing is this article? Does the author use the correct balance of appeals? Any gaps or weaknesses in the argument?  |  |
| Does the author make the right decisions regarding language? Is their point ever confused or lost entirely? |  |