

Rhetorical Feature	Example 1 (include pg. #)	Example 2 (include pg. #)	Overall assessment of technique
<p>Purpose: What is the author's purpose? Does she achieve it? Describe how.</p>			
<p>Ethos: Research the author. Does she have the authority to write on this topic? Is she a reliable source? In what other ways does she enhance (or fail to enhance) her credibility?</p>			
<p>Pathos: In what ways, if any, does the author rely on emotional appeals? Are they effective in supporting the purpose? Could she have done more? Less?</p>			
<p>Logos: How does the author appeal to her audience's sense of reason? Does she provide good research? Have a good logical flow to the argument?</p>			
<p>Audience: Who is the intended audience for this article? Does the author establish a good rapport with the audience? How does she connect with—or fail to connect with—her audience?</p>			
<p>Style: How does the style—such as language, humor, organization—help or hinder the purpose of this essay?</p>			