**CM 220 Unit 2**

**Questions to Consider for Critical Reading**

Use this guide to prepare for your critical analysis of a persuasive TED Talk in the Unit 2 Discussion

What is the subject?

* Does the subject bring up any personal associations? Is it a controversial one?

What is the thesis (the overall main point)?

* How does the thesis interpret the subject? If asked, could you summarize the main idea?

Who is the intended audience?

* What values and/or beliefs does the writer appeal to?

What is the tone of the text?

* What is your reaction to the text, emotional or rational (think of pathos)? Does this reaction change at all throughout the text?

What is the author’s purpose?

* To explain? Inform? Anger? Persuade? Amuse? Motivate? Sadden? Ridicule? Attack? Defend?
* Is there more than one purpose? Does the purpose shift at all throughout the text?

What methods does the author use to develop his/her ideas?

* Narration? Description? Definition? Comparison? Analogy? Cause and Effect? Example?
* Why does the writer use these methods? Do these methods help in his/her development of ideas?

In what way does the author use diction?

* Is the language emotionally evocative? Does the language change throughout the piece? How does the language contribute to the writer's aim?

Are there any repetitions of important terms?

* Are these repetitions effective, or do they detract from the text?

Does the writer present any particularly vivid images that stand out?

* What is the effect of these images on the writer's purpose?

Are there any other devices such as humor, wordplay, irony, sarcasm, understatement, or parody that are used in the text?

* Is the effect comic relief? Pleasure? Hysteria? Ridicule?

Is there any information about the background of the writer?

* Is the writer an acceptable authority on the subject? How do you know?

(Reading from Wikibooks. (2017). Rhetorical analysis. *Rhetoric and composition*. Retrieved from <https://www.oercommons.org/courses/rhetoric-and-composition-a-guide-for-the-college-writer/view>)