**Rhetorical Analysis: SOAPSTone**

For your SOAPSTone analysis, either recreate the following chart on a separate sheet of paper (be sure to give yourself plenty of room for writing) or type your responses.

As part of your analysis for each element of SOAPSTone, **include a DETAIL**—a direct quote or a specific paraphrase—to support your observations. Cite the time at which the evidence occurs in the video [ex: (3:45)].

*The following questions are merely suggestions. It might not be possible to answer all of them for every piece of rhetoric, and you might need to consider other questions not listed.*

| S = Speaker | • What **factual background information** about the speaker is relevant?  
• But also, in what **persona**—the character the speaker attempts to create depending on the context, purpose, subject, and audience—has the speaker chosen to deliver his/her message? In other words, how does the speaker hope to be viewed by the audience?  
• What appear to be the speaker’s values, biases, and beliefs in relation to the subject?  
• What makes the speaker appear trustworthy, credible, reputable, etc.? |
| O = Occasion (context) | • What is the situation—the time and place this piece of rhetoric was written or spoken?  
• Is there a particular historical context (either recent or remote) that influences the message, audience, or speaker? For example, for a speech that addresses the subject of travel written post-9/11, we might need to consider the changes in airport security when analyzing the speech.  
• What specific set of circumstances motivated the writer/speaker to express this message? |
| A = Audience | • Who has the author intended will hear or read this message?  
• What biases or values does the intended audience hold? Are they similar to that of the speaker?  
• How knowledgeable of the subject is the intended audience?  
• Does the intended audience share any significant background experience?  
• Will this intended audience be open to the message? |
| P = Purpose | • What does the writer want the audience to know, understand, and/or do?  
• Possible rhetorical purposes (not an exhaustive list): to convince, to win agreement, to persuade us to take action (or buy a product), to evoke sympathy, to entertain, to inform, to provoke, to celebrate, to put forth a proposal, to secure support, etc. |
| S = Subject | • What is this piece of writing or speech about?  
• What is the main topic/message/idea?  
• How is this subject significant for this audience? |
| T = Tone | • What is the dominant tone? (Look primarily at the speaker’s attitude toward the subject.)  
• What words (connotation), images, or figures of speech reveal the speaker’s attitude? Keep in mind, content does not always equal attitude. For example, someone could speak about death in a humorous tone or about clowns in an objective tone.  
• How is this tone intended to impact the audience?  
• Are there any shifts in tone within the document, and if so, what is the result? |