**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 it trying to strike and how? | Tone:Examples: |
| Does it use common rhetorical devices such as metaphor, simile, allegory, allusion and/or repetition?  | 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? Did it use the correct balance of appeals? Any gaps or weaknesses in the argument?  |  |
| Did the author make the right decisions regarding language? Was their point ever confused or lost entirely? |  |