**SOAPSTone (Rhetorical) Analysis Chart**

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.

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| **S = Speaker** | * In what voice and/or point of view—what persona—has the speaker chosen to deliver his/her message? Why? * How does the speaker hope to be viewed by the audience? * What appear to be the speaker’s values, biases, and beliefs? * Does the speaker appear trustworthy, credible, reputable, etc.? |
| **O = Occasion**  **(context)** | * What is the time and place? * Is there a particular historical context (either recent or remote) that influences the message, audience, or speaker? * What specific set of circumstances motivated the writer/speaker to express this message? What is the exigence? |
| **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 author’s attitude.) * What words, images, or figures of speech reveal the author’s attitude? * 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? |