STEPS FOR DOING AN AWESOME ANALYSIS OF AN ARTICLE

STEP 1: ANALYZE THE ARTICLE

Contextual Analysis:

- **Exigence**—What is the occasion for why this article was written? What larger conversation is it responding to?
- **Author/Source**— Find information about the author and the source (where it was published). What do these things tell you about the writer's credibility? Possible biases? The audience?

Textual Analysis:
Go back to your analysis of what the author is DOING in each section, and then analyze...

- **Logos**—Is the argument convincing? Does it have logical fallacies? How could it be improved?
- **Pathos**—What kinds of emotions (if any) does the author try to evoke in the reader?
- **Ethos**—Go back to credibility. Do you trust this author? Why/why not?

STEP 2: WRITE YOUR ARGUMENT/ANALYSIS PARAGRAPH(S)

- Return to the thesis (purpose) of the article. Decide if the author was successful in convincing her/his particular **audience to do or believe something.**
- (Remember, it is not important whether you personally agree/disagree with the content of the article. **Name the target audience and decide whether or not the author was successful at getting this audience to consider her/his particular thesis.**)

STEP 3: INCLUDE A REFERENCE

Use online resources like OWL Purdue to see how to correctly list reference for your text. (Is it an article from a newspaper? Magazine? Website? An essay from a book?)