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| **WHAT the Author Does**  | **WHY the Author Does It** |
| Author’s Thesis/Main Idea:  | Why did the author choose this thesis, or idea to study?  |
| What is the author’s purpose? To persuade, inform, criticize? Something else?  | Why does the author choose this purpose? What effect does it create?  |
| Who is the author’s intended audience?  | Is there a reason the author chose to write for this particular audience?  |
| How did the write arrange his or her ideas? Chronologically?  | Did the arrangement of ideas, or way the author developed them create some sort of an effect? What purpose does it serve? Why did the author arrange his/her ideas this way?  |
| What diction does the writer use? Informal or formal language? Technical vs slang? Word choice, word arrangement, accuracy? Are certain words repeated?  | Why does the author use this type of diction? What effect does it create?  |
| What sentence structure does the author employ? Are there fragments or run-ons? Are the sentences imperative, declarative, exclamatory? | What effect does using this type of sentence structure have?  |
| Does the writer use dialogue or quotations?  | Why does the author include dialogue/quotations?  |
| Any other important rhetorical features or strategies you noticed?  | Why were these used?  |