**Audience and Purpose:**

**1. Intended audience and discourse communities**

**2. What does the audience already know and what do they want to know?**

**3. How much time will the audience spend with each genre?**

**4. What was the purpose (inform, persuade and or entertain?)**

**informal is the language?**

**6. What specialized vocabulary is used?**

**7. What other language features do you notice (text type, font, color visuals etc.?)**

**Rhetorical Issues: Ethos, Logos and Pathos**

**1. How does the genre establish or attempt to establish credibility with the audience?**

**2. What emotion is the genre attempting to evoke from the audience?**

**3. What types of evidence are used to support claims? If there is evidence, what is used**

**to help support the information presented?**

**Structure and Delivery**

**1. How is the information organized to convey its message?**

**2. Are there limitations placed on the information because of the genre? Does it**

**have more freedom to express what it needs to because of the genre?**