

Who is the Speaker?

The voice that tells the story. This voice belongs to the writers themselves or to a fictional character.

What is the Occasion?

The time and the place of the piece; the context that prompted the writing. All writers are influenced by the *larger occasion*: the ideas, attitudes, and emotions that swirl around a broad issue. The *immediate occasion* is an event or situation that catches the writer's attention and triggers a response.

Who is the Audience?

The group of readers to whom this piece is directed. May be one person or a specific group. This choice of audience affects the author's choice of subject, diction, purpose and tone.

What is the Purpose?

The reason behind the text. What does the author want the audience to think or do as a result of reading this text?"

What is the Subject?

Students should be able to state the subject in a few words or phrases. An accurate subject usually considers the larger contexts of the writing.

What is the Tone?

The attitude of the author. Authors use diction (choice of words), syntax (sentence construction), and imagery (metaphors, similes, and other types of figurative language) to manage tone.