

SOAPSTone and Pathos, Logos, Ethos

Critical Reading for Analysis of Research Articles



When reading non-fiction materials, such as those which you will be reading for research, it is important that you as a reader have a strategy for analyzing the text, ultimately to make sure that the resource that you are using yourself is valid and effective. You also need to make sure that you know how to refer to the articles which you have read properly, thereby building up your ethos, or your own credibility as a writer. In order to analyze the text you need to read carefully, be able to summarize the content, discuss what you've read, form opinions and develop the ability to argue an issue. Learning to make meaning from what can be confusing material is a skill that can be learned by using a plan called SOAPSTone.

Speaker

Occasion

Audience

Purpose

Subject

Tone

Who is the SPEAKER? This is the voice that tells the story.

What is the OCCASION? This is the time and place of the story; the context that encouraged the writing to happen.

Who is the AUDIENCE? This is the group of readers to whom the story is directed.

What is the PURPOSE? This is the reason behind the writing. The readers should ask themselves, "What does the speaker want the audience to think or do as a result of reading this?"

What is the SUBJECT? This is the general topic, content and ideas that are contained in the writing/text.

What is the TONE? This is the attitude of the author. This helps give meaning through tone of voice.

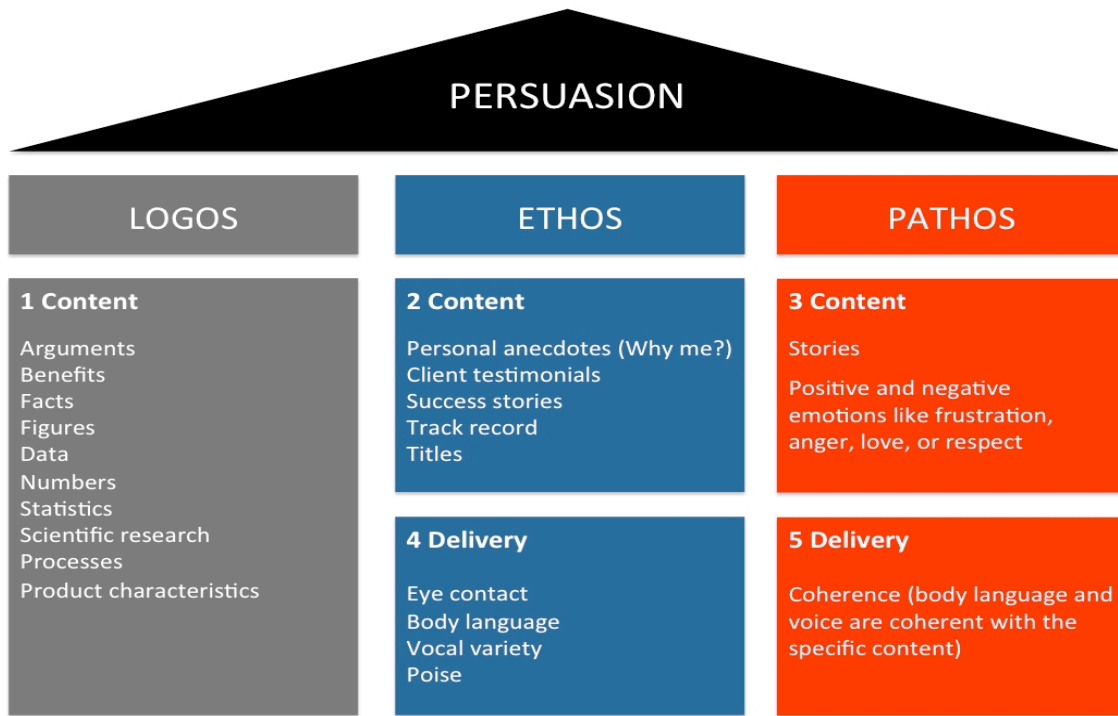
SOAPSTone Plan

Critical Reading for Analysis

Article/ Speech Title: _____

Speaker(s) Who is the speaker? What kind of persona do they take? (peer, professional, young adult, child, student, etc.)	
Occasion What is the event/situation?	
Audience Who is the speaker writing to?	
Purpose What does the speaker want the audience to think?	
Subject What is the topic of the article?	
Tone What is the attitude of the speaker(s)?	

Balance of Pathos/ Logos/ Ethos:



© Florian Mueck, The Five Dimensions of Persuasion

Use the chart below to track the author/ speaker's use of pathos, logos and ethos in the speech/ article SOAPSTone'd above.

Logos (appeal to logic, evidence, or reason)	Ethos (proof of credibility)	Pathos (appeal to emotion)

