

S >>>> *Subject*

What is the text/speech regarding? What is the subject?

O >>>> *Occasion*

What is the occasion for which the text/speech was written/given?

A >>>> *Audience*

Who is the intended audience in the text/speech?

P >>>> *Purpose*

What is the purpose/motive for writing about this subject? What is the claim?

S >>>> *Speaker*

Who wrote this piece? How does their background, biases, etc. impact the text/speech?

Tone >>>> *Tone...*

What is the tone of the text/speech (writer's/speaker's attitude toward the subject)?

