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)?