

SOAPS: Rhetorical Analysis of a Reading Source

What it is: A reading technique that explores how a writer attempts to persuade an audience.

What it does: Helps to analyze both the text and the persuasive means by which the speaker makes an argument.

SOAPS

S	Subject What is the subject of the piece? What theme or big idea do you see?
O	Occasion What event or occasion do you think caused the author to write this piece?
A	Audience To whom is the author writing? How do you know?
P	Purpose What does the author want you to believe or understand? Evidence to support this?
S	Speaker What do we know about the speaker? How does this information inform their opinion?

After taking notes on the SOAPS (above)

Explore how the author uses persuasive appeals

- **Ethos = author's authority/ credibility**
 - extrinsic: character/ expertise/ education/ experience of the speaker
 - intrinsic: how the writer writes or speaks
- **Logos = logic /evidence**
 - facts
 - statistics
 - expert testimony
- **Pathos = appeals to emotions**
 - love
 - pity
 - anger
 - and many more

Take notes on specific instances of these three persuasive appeals in the text.