

# S-O-A-P-S-Tone Analysis

**Title:**

**Creator (author/artist/architect):**

**Year:**

<b><u>SPEAKER</u></b>	Who is providing the information? What details about this person are important to know?	
<b><u>OCCASION</u></b>	Know when and where the document was created. From what geographical and chronological context is the speaker thinking and acting? How does the time and place affect and inform the text? What details are given about the occasion in the text itself?	
<b><u>AUDIENCE</u></b>	Consider the primary, secondary, and even tertiary audiences of this text. Who was the document created for? Why was it created for them? What characteristics do you know about the audience and how do you know that the document was written with them in mind?	
<b><u>PURPOSE</u></b>	Why would the author create this text for the audience? What value does this give them? What does the author think or hope the audience will think about the document or do as a result of it? How does the author effectively (or ineffectively) make their purpose clear and realize the purpose's goals?	
<b><u>SUBJECT</u></b>	Knowing the audience and purpose of the document, in conjunction with the occasion and speaker allows you to better understand the subject or topic of the document. What is the creator really getting at? What is the deeper meaning? What does the author reveal (or not reveal) when addressing the subject?	
<b><u>TONE</u></b>	Evaluate the visual clues or word choice, organization, and rhetorical patterns in the document. How do textual elements make the audience feel? How does the author feel about the subject? Is the message heavy-handed, or is it subtle?	