

# SUMMARY



# CHECKLIST

Reasoning /persuasive tactics	Example	Purpose/Impact
Author's key reasons	1.  2.	
2. Evidence: "hard" : facts, statistics, surveys etc.		
3. Evidence : "people" stories:  How do they describe people? Give examples of emotive language.		
4. What appeals does the author use? (clue to their values) Give examples		
5. What is the author's tone and style? Give examples.		
6. How does the author attack or criticise opponents?		
7. Other key techniques: comparisons/analogies figurative language		

## EVIDENCE

Facts and figures (statistics, expert comments, surveys, peer reviews)

Anecdotes and real-life stories  
Personal/first-hand experience  
Eye-witness accounts; case studies

*What is the purpose of the evidence?  
Explain the link to the author's views and values.  
How are people and their problems presented?  
What impression do the stories make?  
How do they influence our thoughts/feelings?*