

Annotation

diction

words with meaning and purpose

repetition

tone

mood

positive connotation
negative connotation

words that appear more than once

words that communicate the author's attitude

how the reader feels after reading this

style

how it's written (syntax, medium, details)

1. short sentences
2. long sentences
3. punctuation
4. figurative language
5. form – essay, letter

rhetorical appeals

1. logos
2. pathos
3. ethos

value

what's important

1. author's message
2. author's purpose