

# Article Analysis Basics

Remember, when analysing an article you are looking to identify and describe:

**WHAT** is being said (content)?

**HOW** is it being said (tone, persuasive language techniques)?

**WHY** is it being said or presented in this way (intended effect on the reader)?

## Establish the context of the article

- What **type** of article is it?
- Who is the **author**? How are they connected with the issue? What **agenda/motive** are they likely to have?
- What newspaper was this article in? Tabloid or broadsheet? Who is the **target audience** likely to be?
- At first glance, **what stands out**? Are there any visual features that grab attention?

## Identify the key content

- What is the **contention** of the article? (Check headline, first and final paragraph first).
- What are the author's **key ideas/arguments**?
- What **evidence** is used to support these arguments throughout the piece? Look for:
  - Statistics and facts
  - Specific examples and case studies
  - Anecdotal evidence

## Consider the writer's tone, style and structure

- What sort of **tone** does the writer use? Is it uniform or does it change in places? What are some words you can quote that demonstrate this tone?
- What comments can you make about the author's **style** of writing and **structure** of their piece? Why have they written it this way? What's the **intended effect**?

## Identify and analyse specific persuasive language techniques

- What are the obvious **Persuasive Language Techniques** in the article? For each one:

-Highlight it in the article

-List it on a notes page, find an **example** to quote, and briefly note down the **intended effect** on the reader of *that specific example*:

Persuasive Language Technique	Example/Quote	Intended effect
Use of statistics	"there has been a 36% increase in sales of RTDs"	Influences the reader to conclude that alcohol use has risen greatly; they may conclude that it is out of control; statistics are hard to argue with