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:

<table>
<thead>
<tr>
<th>Persuasive Language Technique</th>
<th>Example/Quote</th>
<th>Intended effect</th>
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<tbody>
<tr>
<td>Use of statistics</td>
<td>&quot;there has been a 36% increase in sales of RTDs&quot;</td>
<td>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</td>
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