

# **STOPADS**

## Strategy for Written Analysis

**The STOPADS strategy is an analytical process used for written prose. Applying this strategy is ideal for reading texts, writing about texts, or planning for your own, original writing.**

# S

## Speaker:

- reliability
- biases
- background

## Subject:

- What is the author really getting at?
- What does the author reveal or not reveal when addressing the subject?

# T

## Tone:

- Evaluate the word choice, organization, and rhetorical patterns.

Then ask yourself:

- How does the textual evidence make the audience feel? How does the speaker/author feel about the subject?
- Is the message heavy handed or subtle?
- What can you say about the structure of the text in regards to its tone (shifts)?



## Occasion:

The occasion stands for the time and place of the written document.

- Where and When was the text written?
- How does the time and place affect and inform the text?

## Organization:

- Narration
- Argument
- Description
- exposition

1. Process (How something works or how to do something)

2. Comparison (How two things are alike or different)

3. Cause and Effect (How one thing leads to another)

4. Classification (How things are grouped together)

5. Definition (How things are defined or labeled)

6. Analysis (How elements fit together to form a whole)

7. Exemplification (How examples are used to support and clarification)

# P

## Purpose:

- Why would the author write this particular text for the audience you noted?
- After determining the message, what value does this give to the audience?
- What does the author think or hope the audience of the text will think about the text or do as a result of it?
- How does the author effectively or ineffectively make his or her purpose clear?

# A

## Audience:

Whom is the text being written for:

- Age
- Culture
- Biases
- Fears
- Beliefs
- Economic level

## Appeals:

- **Ethos** (Appeals to the conscience, ethics, morals, standards, values, principles. Often based on the credibility or qualifications of the speaker/writer.)
- **Pathos** (Appeals to the heart, emotions, sympathy, passions, sentimentality.)
- **Logos** (Appeals to the head using logic, numbers, explanations, and facts. Through Logos, a writer aims at a person's intellect. The idea is that if you are logical, you will understand.)

# D

## **Diction:**

The use of words with significant connotations (what the word implies) or denotations (how the word would be defined in a dictionary)

## **Other rhetorical strategies:**

- **Analogies**
- **Allusions**
- **Irony**
- **Metaphor**
- **Symbolism**
- **Repetition**

# S

**Syntax:**

**variations in sentence  
complexity or length**

- Parallelism
- Juxtaposition

