**Editorial Analysis Sheet**

**Name:**

**Article Name:**

**Publication:**

**Author’s Name**

1. **What is the hook?**
2. **What is the thesis?**
3. **What is the issue? What are some facts about the issue upon which everyone agrees?**
4. **Who is the audience?**
5. **Who are the folks who opposed the author’s viewpoint? What are their positions?**
6. **What is the counterargument? What is it based upon logic, emotion, your credibility or authority? Why is it effective?**
7. **How are links and visuals incorporated.**
8. **How does it end?**
9. **What are some interesting stylistic elements?**
10. **What makes the conclusion powerful?**