SMELL

Sender-Receiver Relationship - Who are the senders and receivers of the message, and what is their relationship (consider what different audiences the text may be addressing).
Message - What is a literal summary of the content? What is the meaning/significance of this information?
Emotional Strategies - What emotional appeals (*pathos*) are included? What seems to be their desired effect?
Logical Strategies - What logical arguments/appeals (*logos*) are included? What is their effect?
Language - What specific language is used to support the message? How does it affect the text's effectiveness? Consider both images and actual words.