Main Idea

* Connect to thesis- mentions either ethos, logos, or pathos, but not using those words.

Evidence/Example

* Pulled from the article. Will not be your ideas. Must include citations (parenthetical) even if it is paraphrased.

Analysis

Must do three things:

* Explain quote (reword).
* Evaluate information and detail why it matters.
* Explain how this specific evidence/analysis proves or supports your main idea in the paragraph.

Link

* Tie overall argument back to your thesis statement and evaluation of author’s overall craft.