***2. My Selfie, Myself***

**Read the article “My Selfie, Myself” and fill out the analysis model**:

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| Who is the sender and the medium that published it?  |  |
| What is the text about? Topic? |  |
| Who is the reader / audience? *Who is meant to read the text? Is it someone with similar or different opinions? And is it someone new to the subject or someone who knows about it already* |  |
| Language – formal or informal? Look at the vocabulary (Difficult words, everyday language, slang?), sentence structure (simple or complex?) |  |

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| **LOGOS -** the appeal to logic, our sense of reason.When using the logos appeal, a speaker will try to appeal to the audience’s sense of logic by using statistics, research or other forms of evidence. E.g. if a speaker wants to persuade the audience of the negative effects of greenhouse gas emissions, he/she will use research and statistics to back up his/her points. | Examples from the text:  |
| **ETHOS -** the appeal to trust/credibilityWhen making use of the ethos appeal, the speaker wants to make the audience trust him and make his statements appear reliable. For example, by stressing his education and career, a speaker can convince the audience that he is reliable when presenting a certain topic. Also by inviting you into his/her life, or introducing other reliable sources.  | Examples from the text:  |
| **PATHOS -** the appeal to the emotions. When appealing to the audience’s emotions, the speaker can make the audience feel a certain way. Often personal stories and examples from the ‘real world’ are used to make the audience feel empathy for or understand a particular situation.  | Examples from the text:  |
| **What are the circumstances behind this article?** **What caused the writer to write it?** |  |
| **What is the intention / purpose of the text?** |  |
| **What is the intention and does the text succeed in fulfilling the writer’s intention? *- (e.g. did the writer create a debate/did the text provoke anyone, etc…?)*** |  |