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| Subject | The general topic, content, and ideas contained in the text. What is this piece about? |
| Occasion | The time and place of the piece; the current situation or context which gave rise to the writing or speech. |
| Audience | The group of readers to whom this piece is directed. The audience may be one person, a small group, or a large group. What qualities, beliefs, or values do the audience members have in common? |
| Purpose | The reason behind the text. What does the speaker, writer, or filmmaker want the audience to do, feel, say or choose? In literature, we call this the theme of the piece. |
| Speaker | The voice that tells the story, or in nonfiction, the author. What do we know about the writer’s life and views that shape this text? |
| Tone | What is the speaker’s tone? What choice of words and use of rhetorical devices let you know the speaker’s tone? |

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