

# Identifying Rhetoric and Bias

Name \_\_\_\_\_ Date \_\_\_\_\_

<b>IDENTIFYING RHETORIC</b>		
<b>Question</b>	<b>Response</b>	<b>Example(s)</b>
Does the author use simple, memorable words?		
Does the author repeat key terms or phrases?		
Does the author create one or more images that stick in the mind?		
Does the author use emotional language?		
Does the author keep the message simple and straightforward?		
<b>IDENTIFYING BIAS</b>		
Does specific vocabulary create bias? Identify the basis of the bias.		
Do the facts selected tilt your conclusion(s) in a specific direction?		
Do the examples selected favour one group over another?		
Are any groups singled out and shown in a particularly positive or negative light?		

**Continued on next page**

**REPRODUCIBLE 1.2.2 CONTINUED**

Are counter-arguments included?		
Does the author use stereotyping or overgeneralizing?		
Does the author appeal to emotions rather than reason?		