



SOAPS Analysis

Task: Use the SOAPS heuristic to help you contextualize your argument.

S- Speaker

Who is the speaker? (In this case, it's you!) What makes you qualified and interested to make an argument about this topic?

O - Occasion

What is the setting of your argument? What are the attitudes, emotions, ideas, and beliefs around your topic right now? What is the immediate situation prompting you to build an argument about this topic right now? Why is it relevant in your world?

A - Audience

Who is your ideal audience for this argument? Who are you trying to persuade, explain to, or help understand? Who do you want to receive this message?

P - Purpose

Why are you building this argument? Don't think about the assignment; think about why this argument matters to you, why you think it's important. What are you hoping to achieve by building this argument?

Adapted from <https://www.albert.io/blog/soapstone-analysis-guide-for-ap-exams/>.

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