

Who is the audience?

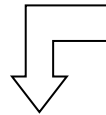
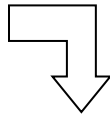
What is being proved?

Topic:



What does the audience think, believe, or care about?

What do people need to think, feel, or understand in order to believe the author/creator?



How is the author/creator utilizing what is cared about to help people see things his/her way?

