Smell Graphic Organizer

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| **Sender-Receiver Relationship:** Who are the senders and receivers of the message and what is their relationship? (Consider the different audiences the article may be addressing) |
| **Message:** What is the literal summary of the content? What is the meaning or significance of the information? |
| **Emotional Strategies:** What emotional appeals (pathos) does the author use? What seems to be their desired effect? |
| **Logical Strategies:** What logical arguments/appeals (logos) does the author use? What is their effect? |
| **Language:** What specific language supports the message? How does it affect the article’s effectiveness? Consider both images and actual words. |