Subject
✓ What is the intended story line of the document
✓ What does the content of the document say?

Occasion
✓ What prompted the author to write the document?
✓ Can you see the historical context within the document?
✓ Were there assumptions built in?

Author
✓ Who wrote this document & how did it come to be created?
✓ Explore the background, positions held & group affiliations of the author.

Purpose
✓ Why was this document written? You might notice bias in the author.
✓ What is the tone of the document and what purpose was it intended to serve?

Audience
✓ Who was the intended audience?
✓ Knowing the intended audience determines your view of what to expect from a document: its level and type of language; its tone; its message.