

CONDUCTING AN ANALYSIS OF SOME FORM OF COMMUNICATION

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1. **Focus:** Are you asking one question as an overall theme for your paper with inter-related parts derived from your framework? Are you drawing general conclusions based on your analysis of all parts of your question?

Pitfalls: Your questions are inappropriate for to the document. Your questions are scattered and incoherent. Your questions are never answered.

Ask yourself: Can I summarize my question in one sentence?

2. **Evidence:** Do you cite specific, detailed observations, including exact words and nonverbal expressions where necessary?

Pitfalls: You do not give enough detail for the reader to be able to interpret the evidence or enough evidence to draw sound conclusions. Worst of all, there may be no evidence in your document that can be used to address your question.

Ask yourself: If the reader challenged my analysis, what evidence would I provide?

3. **Connection:** Have you explained why you think your evidence warrants your conclusion?

Pitfalls: Connections are left implicit. Your argument is inconsistent or makes no sense. Ties between the evidence and the conclusion are not complete.

Ask yourself: If the reader challenged my interpretation of the evidence, what would I argue?

4. **Creativity and Insight:** Have you approached the assignment using your own ideas? Have you given the reader insights that he/she would not otherwise have had?

Of course, there are no strict guidelines for creativity. If you wonder if your approach will work, talk to me about it. The best creative angles are those that fit the topic well.