

**Appendix 17.1.** Scholarly Research Analysis Protocol<sup>1</sup>

**Instructions:** While reading the assigned text, answer the questions below in the space provided.

Please use direct excerpts from the text whenever possible in your responses.

- What **structural features** define this text as falling within the genre of scholarly /academic writing? (Create a bulleted list.)
- What is the **argument** statement of this text? (Write *one* sentence.)
- Identify the **jargon** of this text. [Jargon is specialized terminology characteristic of a particular discipline or area of theory.] (Use bullets.)
- What are five statements the author uses to **support the argument statement**? Use only direct excerpts; frame them with quotation marks, and note the page number.
- What **values** or **views** were represented in the message? (Write no more than three sentences.)

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1. Adapted from Reading the Media: Media Literacy in High School English (R. Hobbs, New York: Teachers College Press, 2007), p. 99.