SATIRE

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| Subject Matter: What is the passage about? |  |
| Attack: Who/what is the focus of the attack/ridicule? |  |
| Tone: What is the author’s attitude toward the subject under attack?  |  |
| Implications: What outcome can we expect if the change occurs? |  |
| Reform: What change is the author seeking? |  |
| Evidence: What textual evidence supports your analysis? |  |

**Model:** From Starbucks’ “the Way I See It” Campaign #289

So –called “global warming” is just a secret ploy by wacko tree-huggers to make America energy independent, clean out our air and water, improve the fuel efficiency of our vehicles, kick-start 21st century industries, and make our cities safer and more livable. Don’t let them get away with it!

-**Chip Giller** *Founder of Grist.org, where environmentally minded people gather online.*

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| S | anti-global warming movement |
| A | Giller is attacking those who ridicule “tree-huggers” and think that global warming is a conspiracy |
| T | Ironic, tongue-in-cheek |
| I | Everyone will work toward conserving resources whether or not they believe global warming is real because the outcomes are positive for the community, the economy and the planet |
| R | For everyone to realize that the outcomes of conservation are positive whether or not you believe in global warming and that those who believe in it have nothing to gain, but humanity does |
| E | “secret ploy by wacko tree-huggers,” “kick-start 21st century industries,” “Don’t let them get away with it” |