

CRITICAL LENSES

(My comment is about...)

Adapted from Paul's Wheel of Reasoning

Message	Purpose	Audience	Assumption	Viewpoint	Inference	Impact (of Language / Visuals)
What is the text/author telling the reader?	What is the objective of the text/author?	Who are the target readers?	What presuppositions does the author make in the text?	Whose perspective is the text written from?	What conclusions did I draw from the text and why?	How effective are the language/visuals used?
<p>The text is about...</p> <p>The author is saying...</p> <p>The main idea being conveyed is...</p>	<p>The intent/goal/motive of the text is...</p> <p>Is the author trying to make readers think or behave in certain ways?</p> <p>What is the text/author trying to accomplish?</p> <p>Does the text/author have multiple purposes?</p>	<p>The author wrote this for...</p> <p>Which group of people is the text addressing?</p> <p>Is there more than one target audience (i.e., main and secondary)?</p>	<p>The text/author assumes that readers...</p> <p>What does the text/author take for granted about the issue?</p> <p>What are my personal assumptions about the readers or issue?</p> <p>Are these assumptions reasonable or justifiable?</p>	<p>Whose point of view is presented?</p> <p>Whose interests are represented in this text?</p> <p>Are there alternative viewpoints that were ignored or not considered?</p> <p>Do I agree with the author's viewpoint?</p>	<p>How did I reach my conclusions about the text?</p> <p>What can I infer about the tone and attitude of the author?</p> <p>What can I infer about the context and culture of the author/readers?</p> <p>What deeper meanings do the words/images connote or imply?</p>	<p>How does the written text and visuals work together to convey the message and purpose?</p> <p>How do the text features and size/placement of visuals persuade readers to think, feel or act?</p> <p>Why do you think the author used a certain phrase/image in the text? What is the impact?</p> <p>(Tip: Think about headlines, captions, taglines, slogans, fonts, colours, layout, images, words, puns, metaphors, connotations, etc.)</p>