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