

NAME
Critically Reading a Visual Text
Context  1. Who drew and/or wrote this text, and where is the author located?
2. When was this text created?
3. What do you know about the creator's identity (for example, family, gender, race, age, religion, socioeconomic status, sexual orientation, abilities, interests, language)?
4. How does the creator's context or identity influence the way the text is presented (such as how it i drawn, the way the visuals interact with the language and so on)?

5. How does the creator's context or identity influence what you see in the text?



Audience 1. Who is the creator's intended audience? How do you know?
2. Does the creator make any assumption(s) about the audience? Explain.
3. How might the context and identity of the audience have impacted what the creator portrays and how s/he does it?
4. What might a reader bring to this text that could influence the way $\rm s/he$ interprets the content?
Purpose  1. What is the creator's purpose in this text? What is s/he hoping to achieve?
2. How does the creator make the purpose of the text clear?



3. How does the purpose of this text impact what the creator says and how $s/he$ says it?
$4. \ In what ways does the creator acknowledge or respond to viewpoints other than her/his own?$
Values 1. What values does the creator communicate? Explain.
2. How do you think the creator's identity affects her/his values?
3. To what extent does the creator, through her/his text, help the reader understand her/his values?
Style 1. How would you describe the style of this visual text? Explain.



2. What makes this visual text different from a written or spoken text with a similar purpose and/or values?
3. How does the creator's use of imagery further her/his message?
4. How does the creator's use of color further her/his message?
5. What are the advantages and disadvantages of using this medium (visual text) to present the creator's topic?