

Audience: For whom is the text intended? How do you know?

- What is the text about?
- What kinds of words (technical, poetic, etc.) are used?
- How many ideas are included? How difficult are they?
- How many images are there?
- What is the style of the images?
- What colours, font styles, and font sizes are used?
- How does the text try to hook the readers' attention?
- What values or attitudes does the text assume the reader has?
To whom would these values and attitudes appeal? To whom would they not appeal?
- To what needs, desires, or fears does the text appeal?

Your conclusions:

Purpose: What is the reason for the text? What do its authors and designers intend to accomplish? Who do you know?

Hints:

- What is the main message?
- What directly stated information and ideas do you see?
- What indirectly stated ideas or values do you infer?
- What is the tone of the text?
- How does the text make you feel?
- What does the text make you think about?
- Does the text suggest actions to take or attitudes to change?
- Does the text provide advice or means of taking action, e.g., telephone numbers?

Your conclusions: