

Critical Reading

- What is the author's **purpose**?
- What key **questions** or problems does the author raise?
- What **information**, data, and evidence does the author present?
- What key **concepts** does the author use to organize this information?
- What key **conclusions** is the author coming to? Are those conclusions justified?
- What are the author's primary **assumptions**?
- What **viewpoints** is the author writing from?
- What are the **implications** of the author's reasoning?

Applying Intellectual Standards

Clarity	Understandable; meaning can be grasped
Accuracy	Free from errors or distortions; true
Precision	Exact to the necessary level of detail
Relevance	Relating to the matter at hand
Depth	Containing complexities and multiple interrelationships
Breadth	Encompassing multiple viewpoints
Logic	The parts make sense together; no contradictions
Significance	Focusing on the important; not trivial
Fairness	Justifiable; not self-serving or one-sided

Also: Completeness, Validity, Rationality, Sufficiency, Necessity, Feasibility, Consistency, Authenticity, Effectiveness, Efficiency, etc.

<http://www.criticalthinking.org>

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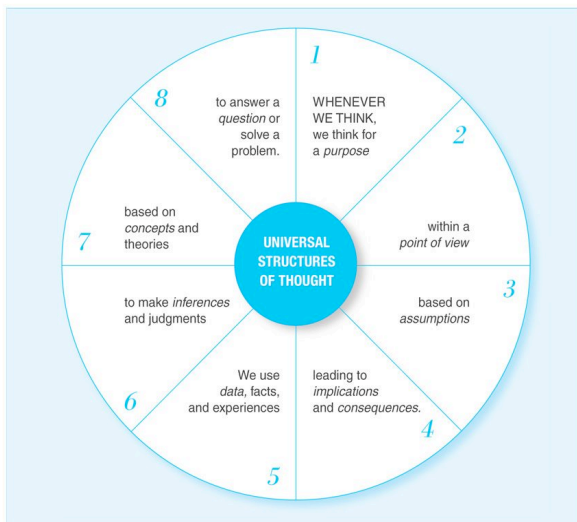
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Critical Consumers of the News

Manipulating them is difficult because they...

- Study alternative perspectives and world views, learning how to interpret events from multiple viewpoints.
- Seek understanding and insight through multiple sources of thought and information, not simply those of the mass media.
- Learn how to identify the viewpoints embedded in news stories.
- Mentally rewrite (reconstruct) news stories through awareness of how stories would be told from multiple perspectives.
- Analyze news constructs in the same way they analyze other representations of reality (as some blend of fact and interpretation).
- Assess news stories for their clarity, accuracy, relevance, depth, breadth, and significance.
- Notice contradictions and inconsistencies in the news (often in the same story).
- Notice the agenda and interests served by a story.
- Notice the facts covered and the facts ignored.
- Notice what is represented as fact (that is in dispute).
- Notice questionable assumptions implicit in stories.
- Notice what is implied (but not openly stated).
- Notice what implications are ignored and what are emphasized.
- Notice which points of view are systematically put into a favorable light and which in an unfavorable light.
- Mentally correct stories reflecting bias toward the unusual, the dramatic, and the sensational by putting them into perspective or discounting them.
- Question the social conventions and taboos being used to define issues and problems.

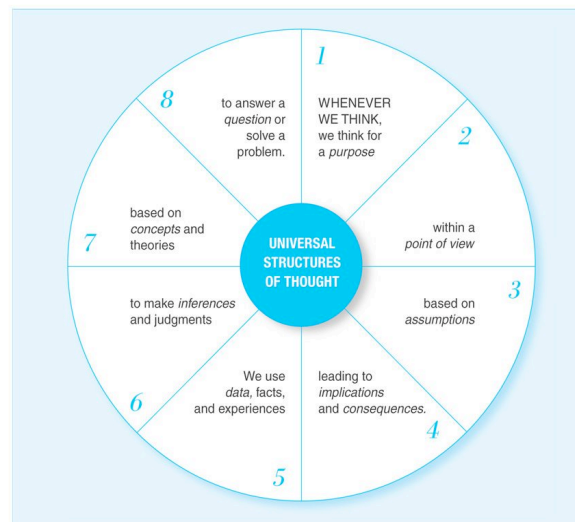


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How to Detect Media Bias & Propaganda

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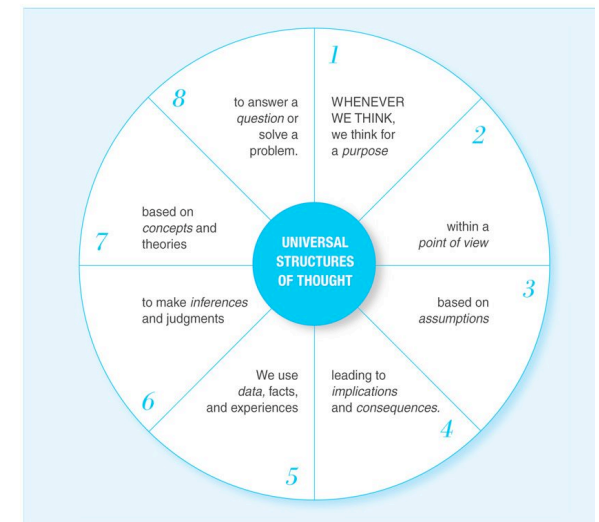


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