



TEXTUAL

analysis

LEARNING GOALS

01

- Students will develop proficiency in discerning key elements within texts and employing analytical reading strategies

02

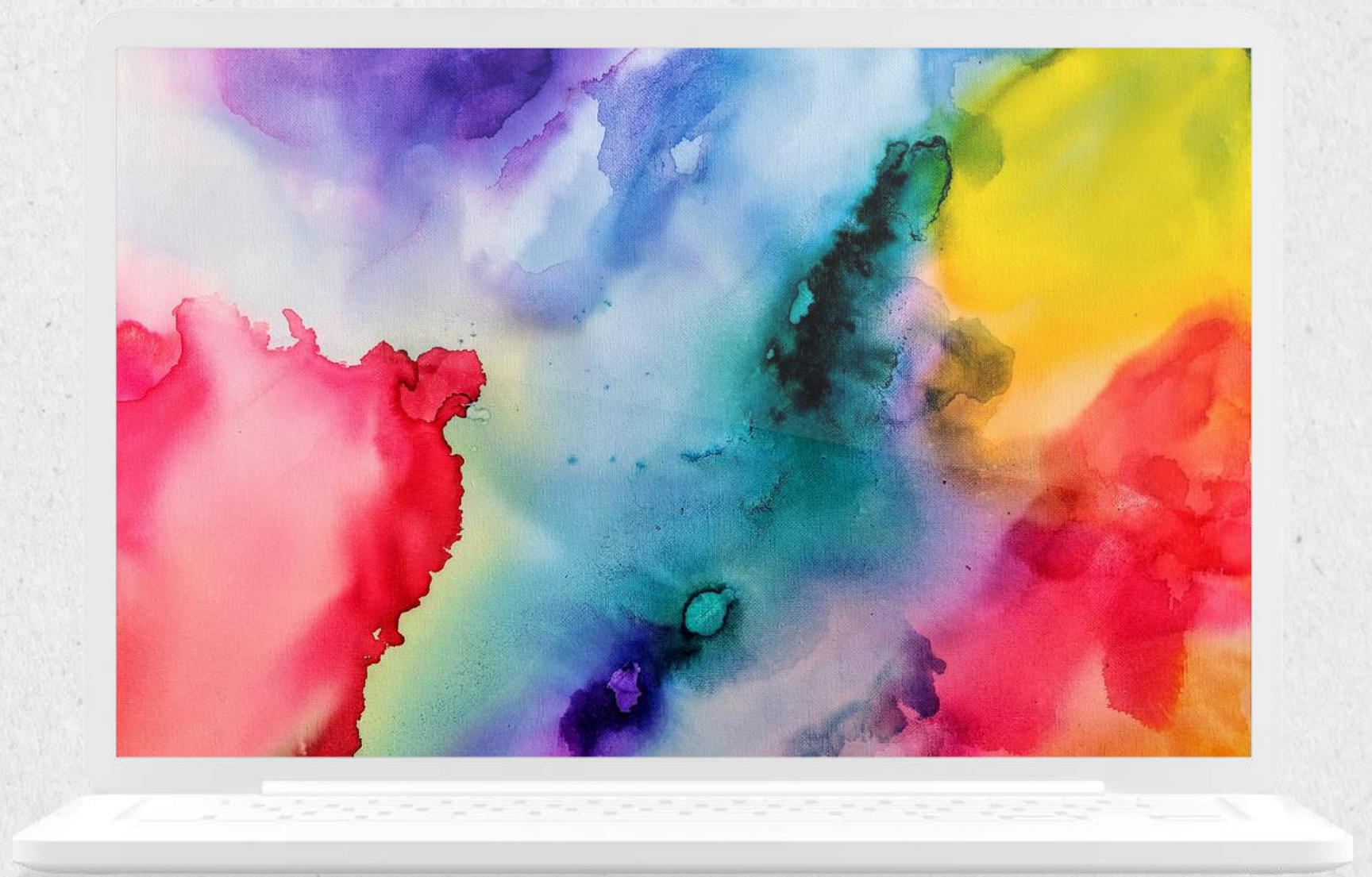
- Students will leverage the rhetorical triangle framework and other textual analysis tools to enhance comprehension and critical interpretation of different text objects

03

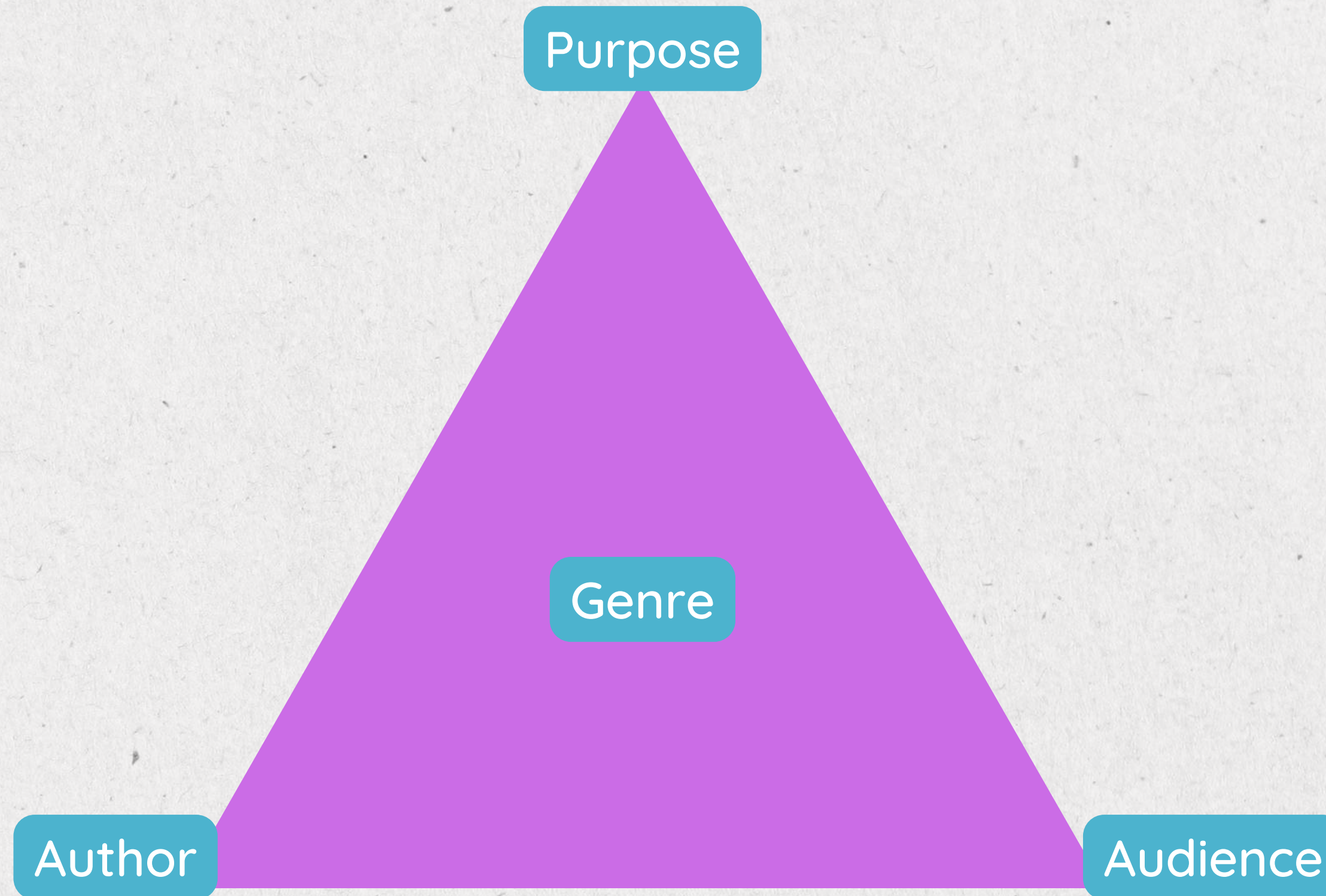
- Students will reflect on how they use different language and make rhetorical choices in their own lives based on situation, platform, and audience

OVERVIEW

We make choices every day when we communicate with others – a polite “Hello, how are you?” in passing an acquaintance in the hallway, a quick text to a friend, an email to a professor, a clever caption on Instagram for your followers, a witty pickup line on Hinge to a potential match, the list goes on and on. We have been learning about textual analysis and the tools that we can use to understand why writers make the choices they do and what effect these choices have. Beyond our typical readings and writing assignments, it’s important that we remember that these analytical skills aid us in daily life. Today, we’ll reflect on some of the ways in which we encounter the need for textual analysis outside of the classroom and practice using the rhetorical triangle on different types of sources. We will talk about the importance of audience, form, custom, etc. These are all things in which we might already know a lot about; we just need to unlock the language in which to discuss them critically.



RHETORICAL TRIANGLE



QUESTIONS TO ASK

Author: What moves or strategies does the author employ to accomplish the text's purpose?

Purpose: What purpose(s) does the author seek to accomplish through the text?

Audience: How does the author craft the text in order to address a specific audience?

Genre: What are the formal conventions of the text?



The background features several large, expressive brushstrokes in various colors: orange in the top left, yellow in the top center and right, purple in the bottom left and right, and teal in the bottom center. The text is centered on a light gray, textured background.

LET'S PUT IT INTO PRACTICE!

For the following examples, we will use the tools the rhetorical triangle offers us to analyze texts across various platforms



Kim Kardashian 

@KimKardashian · [Follow](#)



I am such a bore!!!! Sometimes I'd rather be in bed laughing by myself at funny youtube videos than socializing in a club! I accept im a bore

3:29 AM · Sep 6, 2009



4.6K



Reply



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I wasn't an avid reader until I read my first Machado de Assis and it unlocked my love for literature. It was the first time I stopped and said, Hey, I really love reading, I think I wanna do this more. And then, I started reading more and my taste for books changed a lot from time to time. At some point (in my thirties), I began noticing everything that I cared about a book, what my preferences were, and what I didn't like.

For instance, I like books that are well crafted yet simple and objective. I don't like flowery language, unless it's Machado de Assis or a great author that doesn't overuse it to sound pretentious. I hate books with great beginnings but that make me think that the author got tired of telling the story at the end. I love books that make me feel the story more than just have the words echoing in my head. I love remarkable characters that stay with me when I finish the book.

And the importance of defining our reader's identity is that it helps us choose what to read more wisely. When we do that, we enjoy reading more. And when we enjoy it, reading becomes a natural habit.

The key for reading more, if you want to do that in your life, is to choose the right books for you. Don't just make a list and start reading pages without thinking about it. Read a few books, pay attention to what you like and don't like about them, define your identity and choose books that will more likely satisfy you.

🗨️ Now, do you know your reader's identity? What is it? How would you define yourself as a reader? And if you agree with what I said, what kind of books do you choose to read and always love because you're pleasing your reader's self?

@beardbetweenthelines
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Shahram Heshmat Ph.D.
Science of Choice

IDENTITY

5 Key Ideas About Identity Theory

What is an identity and how does it work?

Posted January 25, 2019 | Reviewed by Jessica Schrader



Psychology Today

1. Why are people motivated to be authentic? The ultimate goal for individuals is to develop and nurture those choices that are consistent with their true self (Waterman, 1984). Authenticity is the feeling that one is being one's true self (Jongman-Sereno and Leary, 2018). To find more happiness in life means to live in harmony with one's true self.

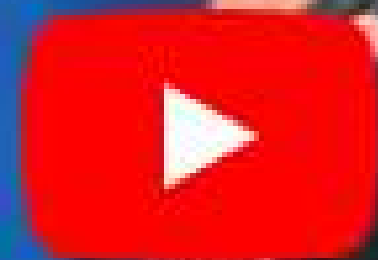
What does it mean to be who you are is a central question in identity theory. (Burke and Stets, 2009). Identity (self-views) relates to our basic values that determine the choices we make (e.g., relationships, career). The meaning of an identity includes expectations for self about how one should behave. For example, an obstetrician delivering a baby in a hospital is expected to express feeling quite different than the parents of the newborn child.



Jerry Seinfeld 23 Hours To Kill - it is what it is



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The only way out of this mess is to continually remind ourselves that each human is a conglomeration of identities: ethnic, racial, professional, geographic, religious and so on. Even each identity itself is not one thing but a tradition of debate about the meaning of that identity. Furthermore, the dignity of each person is not found in the racial or ethnic category that each has inherited, but in the moral commitments that each individual has chosen and lived out.

Getting out of this mess also means accepting the limits of social science. The judgments of actual voters are better captured in the narratives of journalism and historical analysis than in the brutalizing correlations of big data.

Rebinding the nation means finding shared identities, not just contrasting ones. If we want to improve race relations, it's not enough to have a conversation about race. We also have to emphasize identities people have in common across the color line. If you can engage different people together as Marines or teachers, then you will have built an empathetic relationship, and people can learn one another's racial experiences naturally.

WRITING ASSIGNMENT

How does your writing change based on the platform you're using and who you're writing to? Are these conscious decisions or unconscious decisions?

Brainstorm some of the different ways you use language.

Test your theory out – write about the same subject as a text to a friend, a tweet, and as an Instagram caption





Thank you!