Analysis of a Text

The Process

1. Select the Text:
   1. book, ad, poem, painting, movie, building, food, business . . .
2. Read it!
3. Take note of your initial reaction to the text:
   1. Did you like it? Did you feel it was flawed in some way?
4. What genre is it, and what other texts are similar to it in the same genre?
5. Set up some criteria for what is good in this genre.
   1. What is an excellent example of this genre to compare this one to?
6. Get some background on the text:
   1. author, purpose, audience, history of publication, etc.
7. Break it down into its parts—develop evidence to support your reaction:
   1. identify the elements of the text which need looking at, and look at each one carefully. What’s working, and what is broken or flawed?
8. Synthesize:
   1. put it all back together again and look at the big picture of what is good about the text and what isn’t.
9. Evaluate the overall success or failure of the text.
   1. Is it a homerun, or is it a bunt, or an easy out?
10. Reduce the evaluation to a thesis statement that clearly states the evaluation, plus several reasons for that evaluation.
11. Begin writing your paper: first draft.
12. Set the paper aside, then come back to it and make another draft with improvements.
13. Get some feedback.
14. Make another draft.
15. Get more feedback.
16. Continue to draft and receive feedback as long as needed.
17. Write the final draft.