



Visual Text Analysis Essentials

Topic 3: Use the 5-Question techniques and AACCO Criteria

AACCO Criteria	Questioning Techniques
Author Who is the author	Look for phrases such as 'organised by', 'presents', 'by-lines or company logos' Questions that you can ask: <ul style="list-style-type: none">• Did the organiser state the terms and conditions clearly?• Why did the organiser produce the poster in this manner?
Accuracy Is the information correct and complete?	Credible information including opinions must be based on facts. <ul style="list-style-type: none">• Do the image and textual information in the poster support each other?• Are there information missing? Why is this so?
Coverage How information is presented	Messages can be covert or overt <ul style="list-style-type: none">• Overt messages are obvious. You can understand the meaning easily• Covert messages are hidden. You may need to analyse deeper in order to grasp the different layers of meaning.
Currency The degree of timeliness	Currency refers to time factor. <ul style="list-style-type: none">• Is the information on date and time clearly presented?• Can you trust information that was published 10 years ago?
Objective What is the intended outcome?	You can find the objective by looking closely at the words or slogans used. <ul style="list-style-type: none">• What does the author hope to achieve?• Does the author hope to attract and maintain our attention through catchy slogans?• What is the real meaning behind the catchy slogans?

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