

TEXT ANALYSIS RUBRIC

Text Analysis Rubric

You can gain insight into almost any text, of almost any kind, by looking at five key aspects of the text. Together, these will help you think critically about the text's content, purpose, and context.

Signs: What is the content of the text?	Think holistically first - what does this text represent? What story does it tell? But also think in specific terms - what are the elements of this text? What pieces - symbols, images, words - does the text include? What related elements or details might have been included but are left out?
Structure: How is the text organized?	How would you describe the order or organizing system that holds this text together? It might be chronological, large or small scale, cyclical, or random - or something else. How would you describe the relationship between the elements of the text? What connections are emphasized? From what perspective do we view whatever is represented here?
Intent: What was the intention of the creator(s) of this text?	In order to understand the intent of the text, you need to know who created it and the creator's situation and perspective. Who were they? Was the creation of this text prompted by some specific event or problem, or was it a matter of self-expression?
Use: How was this text used?	Here, too, you need to identify the users. Who was the original audience for the text? Why did they turn to this text - for entertainment? information? How did they make use of the text? Did they carry it with them, view it in a museum or magazine, use it as a tool for their work?
Memory: What do you bring to this text?	What memories or ideas do you have about the content or situation of this text? What information or feelings from your own experience influence the way you respond to this text? What assumptions do you bring about this kind of text and how to make sense of it?

All of this may sound rather abstract, so let's look at a couple of illustrations.

"The Orange Bears," a poem by Kenneth Patchen

Mike Williamson's photograph