# Preparing to Construct an Analysis

1. **What is Textual Analysis?** 
   1. **Definition**: Textual analysis examines written, visual, or spoken material to uncover layers of meaning, themes, and patterns.
   2. **Objective**: It dissects language, structure, and context to reveal how elements convey messages, ideologies, and cultural insights.
   3. **Significance**: Textual analysis contributes to a deeper understanding of the content’s significance and underlying implications.
2. **Approaches to Textual Analysis**:
   1. **Read and Reread**: Thoroughly read the text multiple times to grasp its nuances and details.
   2. **Analyze Layers**:
      1. **Literal Meaning**: Understand the surface-level content.
      2. **Subtext**: Look for hidden meanings, metaphors, and implied messages.
      3. **Symbolism**: Identify symbols and their significance.
      4. **Assumptions and Values**: Uncover implicit assumptions and cultural values.
   3. **Contextualize**:
      1. **Social, Political, or Cultural Context**: Relate the text to broader contexts.
      2. **Theoretical Framework**: Apply relevant theories (e.g., semiotics, postcolonial theory).
   4. **Elements to Consider**:
      1. **Word Choice**: Analyze language and connotations.
      2. **Design Elements**: For visual texts, consider layout, colors, and imagery.
      3. **Audience**: Reflect on the intended audience.
      4. **Relationship with Other Texts**: Explore intertextuality.
   5. **Qualitative Approach**: Textual analysis is often creative and qualitative, aiming to illuminate politics, social context, or cultural insights.
3. **Questions to Consider when Analyzing a Text:**
   1. Who is the author, and what background or expertise do they bring to the topic?
   2. Why did the author write this text? What purpose or message are they trying to convey?
   3. How does the author structure the text? Is it chronological, thematic, or argumentative?
   4. What central thesis or main argument does the text present?
   5. What evidence or examples does the author provide to support their claims?
   6. Does the author address opposing viewpoints or counterarguments?
   7. Who is the intended audience for this text? How does the author tailor their message to reach them?
   8. What rhetorical devices (such as metaphors, analogies, or allusions) does the author use?
   9. How does the author create a specific tone or style? Is it formal, persuasive, or conversational?
   10. Are there any underlying assumptions or biases in the text?
   11. What impact does the text have on different readers (e.g., experts, general public)?
   12. How does the author appeal to shared values or emotions?
   13. Does the text include generalities or emotionally charged language?
   14. What literary techniques (such as foreshadowing, symbolism, or irony) does the author employ?
   15. How does the author engage with historical or cultural context?
   16. What gaps or unanswered questions arise from the text?
   17. Is there any symbolism or allegory present?
   18. How does the author’s use of devices impact the reader’s understanding?
   19. What implications or consequences result from the author’s ideas?
   20. How does the text connect to broader societal issues or debates?

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