

**How to Evaluate what you Read**

Yesterday we looked at rhetorical devices, and how words are used to present an idea. Today we’re looking at bias and whether or not the devices are being used honestly, or are they misleading audiences.

**Active Reading** means thinking about what you’re reading, when or after you’re reading.

Thinking about a text is more than picturing it in your head, but you should evaluate the author’s opinions and whether or not you agree with them. The following terms will help you explain if a source is trustworthy, and why.

**Bias** is the author’s opinion. Author’s will often only show one side of an argument, and their position is their bias.

**Reliability** is determining how trustworthy the article is.

* Who is the author? What educational background do they have?
* Who is the publisher? Is the author backed by a respectable source, or are they independent (like a blogger)
* When is it written?
* Does the website look reputable (or is it filled with ads)?

**Target Audience** (or Intended Audience) is who the article is written for. Authors will use specific rhetorical devices to appeal to a **demographic** (a group of people within a specific age, gender, or race)

**Your Opinion** can be formed once you’ve considered the above items, and then decide whether or not you agree with the article. Be sure to explain why or why not, with reference to the article and/or your own experiences.