**Active Reading: How to Evaluate what you Read**

**Rhetorical devices** show how words are used to present an idea. **Bias** shows whether these devices are being used honestly, or 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.

**Extreme or Ridiculous Ideas?** If a writer or producer takes information in a ridiculous or extreme direction that relies heavily on misconceptions or bias, be wary of his/her argument.

**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.

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