

Critical consumers are critical readers. They read **WITH** the text (looking for the intended meaning/message), **WITHIN** the text (what other messages are there), and **AROUND** the text (making text-text, text-self, and text-world connections). Your job is to not only be a critical reader, but to also talk back and put the truth back in that might have been left out.

Once you find an ad that interests you, read **WITH** the text.

- What is the intended purpose? (What is the ad trying to convince you to do?)

Then, read **WITHIN** the text.

- What identities (think SCWAAMP) are being valued or glorified? How do you know?
- What truth was left out of the ad?

And read **AROUND** the text.

- List other text-text, text-self, text-world connections. What does this ad remind you of? What does it make you wonder?

Now imagine the ways that you can *put the truth back in!*

- What changes did you make to your advertisement? Why?
- What is the new message of your advertisement?