

Module 6-9b Evaluating Messages and or/ Images of Different Types of Texts Reflecting Different Cultures

At the end of this module, you are expected to:

1. Recognize the different types of texts reflecting different cultures,
2. Identify cultural text, and
3. Evaluate messages/images of different types of text reflecting different culture.

Introduction

A "text" isn't limited to something written down. A text can be a film, an artifact, anything in a language and culture that conveys meaning. Think about the texts that you use in your language classroom: What's in the textbook? What do you read in class or even at home? How do you describe the classroom, its design? Why do you think the chairs are placed facing the tables? Those questions, with its finite answer would tell you that there are texts that are reflection of one's own culture.

Cultural Text

Cultural texts are those objects, actions, and behaviors that reveals cultural meaning. A photo is an image, but is also a cultural text, a picture with cultural information beyond just the picture itself. Food, house and clothing also suggest information regarding culture and it does not stop there. The entire space and place, including the people and their interaction, all the rituals and rules and its various forms in which they manifest themselves, are "readable" texts. Although, not every text has a particular cultural relevance.

Identification of cultural text is somewhat easy. When you look around the classroom or the place you are right now and see the people or things around you, those you see are cultural text. Even the spaces that may or may not void to people are considered to be cultural text, the arrangement and demographic shows how space is used. What is in the space and what happens to the space is all cultural text or an image that are available for analysis. In other words, the space

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and objects within it are “readable” cultural texts. The purpose, needs, values and even the beliefs of the people who occupy it had something to say about it.

Returning to the instance of classroom, consider the following questions:

- Why do you know where to sit and what it means to sit in front, middle or back of the classroom?
- How was the room decorated? Can you give conclusion why?

As you consider the questions, you would know that those images, designs, reasons and beliefs are there, and they are arranged that way because its cultural background says otherwise.

Understanding Different Types of Texts

As mentioned a while ago, a text can come from any form and be any kind of writing. It can be letters, adverts, user-guides, emails, post cards, notes and magazine articles. But then, a text is not limited to something written down. It can be a film, artifact, or anything in a language and culture that conveys meaning.

Understanding what kind of text helps to understand the purpose why it was written.

For example:

- An advert is written to in order to influence someone to buy, therefore it is made to persuade.
- A user-guide consists of instruction of how to make things run, or how to cook food for instance. It is write to give instructions.
- A formal (business) letter is sometimes written to inform about something.
- A personal letter can also be written to someone describing a holiday vacation.

Persuasive texts

A persuasive text encourages you to do or want something. In writing such, take note that you may use of proper capitalization, proper punctuation marks and may also use repeated words or questions to catch attention. Adjectives must be used as often as possible so that it may sound attractive. One sided arguments help to make the text credible.

Instructive texts

An instructive text is written to instruct someone to do something, or relating to procedures to be done. The tone of words is commanding and may use formal and direct words. Extra words are not needed especially the use of adjectives.

Informative texts

An informative text informs using words of fact and step by step procedures. Common example of it is the announcement posted in the bulletin board, or news broadcast in the television.

Descriptive texts

The role of descriptive text is to describe a person, things or an event by using adjectives or adverbs to clearly emphasize the description process. The writer, upon writing the text clearly wanted the reader to imagine what is like and how is like by using describing words that appeals to the five senses of humans.

Evaluating Messages/Images of Different Types of Texts Reflecting Different Culture



Fig.1 "A Male Restroom Sign"

<http://handtoolph.com/male-restroom-comfort-room-sign-board-245x9cm-philippines.html>

We all know the sign posted above, it is a clear picture or an image of a man. If we saw this kind of signage, we understand that the image pertaining to is a "boys only" or "boys are allowed". We often see this picture in the restroom. We can analyze this by asking what is the message of the image? What is the purpose of the message? How is the message conveyed by the text/image? Who is the target audience? And what are the other ways of presenting the message?

Let us see if we know this thing.

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1. What is the message of the text/message? *Men are allowed inside.*
2. What is the purpose of the message? *To inform that only men are allowed.*
3. How is the message conveyed by the text/image? *By putting the image of a man and writing the word male to signify what gender is asked or emphasized.*
4. Who is the target audience? *Everyone.*
5. And what are the other ways of presenting the message? *Writing the words/sentences completely that the males are allowed inside or the restroom is for males only.*

Activity

Identify the meaning and what is asked by the image.



1. What is the message of the text/message? _____
2. What is the purpose of the message? _____
3. How is the message conveyed by the text/image? _____
4. Who is the target audience? _____
5. And what are the other ways of presenting the message? _____

References and Supplementary Materials

Foreign Language Teaching Method

<https://coerll.utexas.edu/methods/modules/culture/02/texts.php>, May 28, 2018

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Types of Text, <https://www.eduplace.com/state/author/jdcooper.pdf> May 28, 2018