



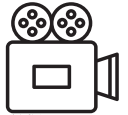


Text Formats & Mediums

Authors *choose* to present their information in a particular format or medium.

MEDIUMS	ADVANTAGES & STRENGTHS	DISADVANTAGES & LIMITATIONS
<p>Print Text</p>  <p>Printed book Textbook Flyer</p>	<ul style="list-style-type: none"> • Authors can identify the most important information. Whereas with visual texts, authors rely on the reader to make accurate inferences. • Searchable, making it easy to find of information. • Not everyone can have printed text published, so the reader presumes the information is likely to be more credible. 	<ul style="list-style-type: none"> • Requires the reader to speak the language and decode the phonics. • Takes longer to read than most other mediums.
<p>Digital Text</p>  <p>Website Text message Tweet</p>	<ul style="list-style-type: none"> • Can include embedded hyperlinks, allowing the reader to learn more immediately. • Easy to click, copy, save, and store (for note-taking, sourcing, etc.). 	<ul style="list-style-type: none"> • Unrelated information on the perimeter of the digital text can distract the reader, decreasing comprehension. • It's easy for anyone to create and upload, leading to an abundance of unreliable and inaccurate information.
<p>Audio Text</p>  <p>Podcast Audio book Livestream</p>	<ul style="list-style-type: none"> • Faster to listen than to read. • Speaker pronounces unfamiliar words, rather than the reader stumbling over them. • Provides emphasis on the important with inflection, volume, pauses, etc. • More comprehensible (than print text) for a slower or struggling reader. • Allows for multi-tasking (e.g., listening while bike riding, driving, etc.). 	<ul style="list-style-type: none"> • Can't highlight or underline in the text— unless also provided the printed transcript. • Hard to go back to a particular spot in the text. • A speaker's talking speed or unfamiliar accent may make it hard to comprehend. • Depending on the listener's environment, it may be hard to focus.
<p>Visual Text</p>  <p>Illustration Photograph Infographic</p>	<ul style="list-style-type: none"> • Faster to "read" a visual than a print text. • Communicates a lot of information with color, shapes, lines, arrows, proportion, labels, etc. • Allows for close and careful reading, since it doesn't move (compared to a video). • Appeals to visual learners. • More comprehensible (than print text) for readers who speak a different language. 	<ul style="list-style-type: none"> • Everything isn't communicable through visuals, so some information is left out. This may include background information, broader context, and clarifying explanations. The <i>whole</i> and <i>complete</i> message isn't always clear to the reader.
<p>Video Text</p>  <p>Documentary YouTube video Animated cartoon</p>	<ul style="list-style-type: none"> • Faster and easier to watch a video than read a print text. • Includes all of the text formats— audio, video, text overlaid, still images. • Recall is easier because videos are memorable. • Emotions and facial expressions add to meaning. • More comprehensible (than print text) for many readers. 	<ul style="list-style-type: none"> • Information overload can happen quickly. Thus, the reader may have to view the text multiple times in order to comprehend all of its content. • Actors in the video may not match the visualizations the reader generated when reading the print text. • Video version may differ greatly from its original. The reader cannot assume it's a substitute for the original print text.

