

Textbook analysis

Linguistics, English



Textbook Analysis The book consists of units that have well organized front pages. The mode of organization is consistent on the front page of every unit. This kind of organization creates consistency among the first page of each unit marking its beginning. This helps readers identify the beginning of a new unit, which prepares them to expect new content or topic. The reader is able to prepare for a new topic that is related to a previous chapter or the introduction of new information. The consistency is also important for introducing the reader to a synopsis of the content in the new unit. The first page contains questions and quotations that give the reader an insight of the content of that unit. The pages begin with quotes, collages, questions, and unit introduction. This creates an idea of the flow of the content in that unit and the reader is able to prepare accordingly.

The front pages of each unit contain collages that have several similarities. These include:

The collages are placed at the top right corner of the page.

Every collage contains images that correspond to the topic of the unit. They display values such as childcare and education, interaction of people in the society, and items encountered in the world such as computers. These images relate to the topic of the unit.

Each collage contains images that are related in order to emphasize the points of discussion contained in the unit.

The collages display issues important in the society such as justice, education, social interaction, and technology.

Stereotyping refers to generalizations based on characteristics of all members of a group, based on wrong images about individuals in the group

(Schneider, 6). The collage on unit six has two women holding young children. This creates the impression that women have the sole responsibility of caring for the young ones while men participate in activities such as education (Unit 6). One image shows a woman serving as a magistrate, which implies only few women rise to the level of prominent people in the society compared to men. The collage also contains the image of a black woman holding a child with an Asian ancestry. This illustrates the closeness of members of the minority groups as compared to close ties between minorities and majorities. This image is stereotypic since there are hostilities between members of minority groups such as Latinos and Africans.

The collage on unit eight refers to technological advancements encountered in the modern world. The collage illustrates an ATM machine, computers, and roads that are usually associated with urban areas especially in developed countries. The traffic jam on the road indicates a high number of users that is usually associated with urban areas (Unit 8). These images create the perception that transport networks in urban areas are usually busy. The computers and ATM machines indicate ease of communication and service delivery that is experienced in the urban centers. This contradicts the challenges that face these communication channels such as cyber attacks and credit card fraud.

Work Cited

Schneider, David J. *The Psychology of Stereotyping*. New York: Guilford Press, 2005.

Print.