**Analysis Guidance: CAST-M**

* What perspective is the best to view this text. Are there several?
* What to analyse - Analysis Structure (CAST-M): Connotations of pictures/words/design or formatting elements; Attitude (perspective) of creator/characters; Shifts in perspective/tone/mood; Title – what does it mean?; Message (theme)
* Tools – PMI; 5 whys; Think, Pair, Share; Mindmap; 6 hats (facts, benefits, cautions, feelings, creativity, process); Question stems (What would happen if feature was excluded?, What is the main idea of having the feature?, what are the strengths and weaknesses of the feature’s use? How does the feature effect you/audience?, How does the feature relate to you/the audience?, what conclusions can you draw about the feature?, Why is it important that the feature was included/is used as it is?, In what ways does the feature add to your understanding?, how would the meaning change or be different if the feature was not there?)
* Planning Stage – Analyse in table form:

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| **Technique (convention/language or stylistic feature)** | **How/what this communicates****(analysis of the nature of the aspect included)** | **Effect on you/audience or why was this technique used** |
| Narrative from Bear71’s perspective/anthropomorphism1. (the attribution of human characteristics or behaviour to an animal, or object)
 | Deliberate choice of dignified, young female voice has connotations of vulnerability, ordinariness, respectability and innocence. | We relate to the bear on a human level and have pity for bear’s plight as innocent victim and shame at human attitude/actions – it’s all about getting people to change. As an Australian… |
| Narrative from Bear71’s perspective – voice and words used | Gives us the bear’s attitude/perspective because she is sensible and has reasons for what she does. She is clever and avoids trouble. *Give examples of deliberate choices of words that show tone (sensible ones etc)* | We respect her and understand the difficulties humans have created for wild creatures. I think…because (own perspective/culture)… |
| Title – Bear71 | Gives us the human perspective on the bear– they are numbered not named (omission of name is significant). Impersonal - bears are not friends. This makes it easier to ignore/destroy them. | Contrast with the narrative voice makes us realise the divide between human world and wild world |
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