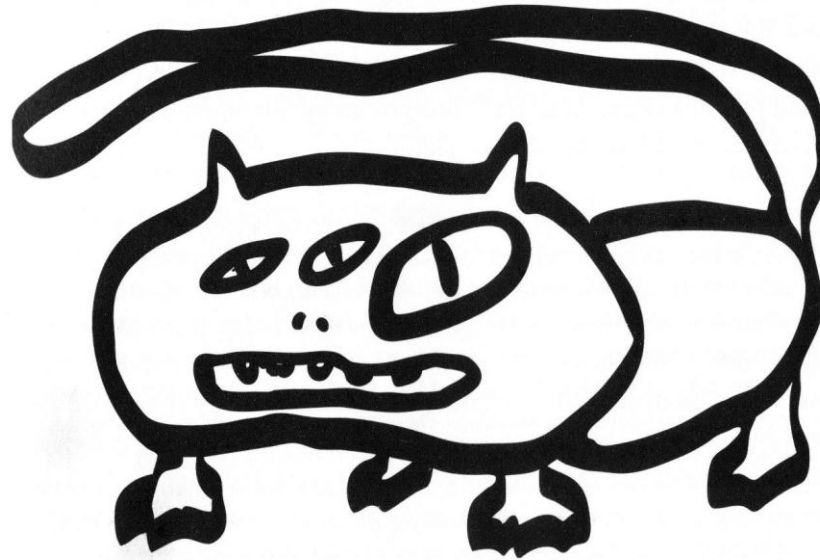


The Three-“I”ed Monster

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Source: Fraser, Gregory and Chad Davidson. *Analyze Anything: A Guide to Critical Reading and Writing*. NY: Continuum, 2012.



The Three-“I”ed Monster: building forceful analytical paragraphs
(Refer to pp. 125-134 of *Analyze Anything* for complete details and explanations.)

- **Idea:** begin with a theoretical claim about the sign’s meaning that the paragraph intends to substantiate.
- **Illustration:** provide specific, supportive evidence from text/context that supports the claim/idea.
- **Interpretation:** develop in-depth, persuasive reasoning as to why the idea and illustration make sense; unpack the idea and the textual/contextual support for it; generate probing and provocative interpretations; analyze how the idea contributes meaningfully to related motifs, obsessions, tensions, etc. (see The Semiotic Iceberg).

The Third “I” Should Always Be the Largest