

W – Why?

= Why you have that opinion
What is the reason behind what you believe?

- * You may have the same opinion as someone else, but the reason you have for your opinion may be different from that person.
 - * Opinions, and reasons for our opinions, are based on prior knowledge and experience.
- * Write in explanatory sentences.
(e.g. W—I think Joe has a strong personality because every time he spoke, the forcefulness of his voice implied that he believed that he was the group leader.)

E – Example

= Your Proof

You have to have proof to back up your opinion, and to demonstrate that you know what your talking about, so that you can convince others.

- * Use a specific example from the source material.
(e.g. E—The argument over who was going to be the lead actor. Joe made sure everyone got a chance to talk.)

S – Suggestions & Strategy for Improvement

Your role as an evaluator is not to force your way of thinking on others. Rather, it is to be perceptive, and to try to understand the point of view of the media artist whose work you are assessing; and then to objectively reflect on the quality and impact of their project. When you give a suggestion, politely say it in a way that is helpful.

- * Open with “Maybe next time you might consider...,” or “Perhaps in the future you might...,”
- * Avoid negative language.
- * Use previous knowledge and experiences to support your point.
- * Be specific by giving an example of your suggestion or strategy—preferably one you have already tried and found to be successful.
- * Write in explanatory sentences.

(e.g. S—Maybe next time you might try to not talk quite so loudly when you are trying to stop the group members from arguing. Some of them might think that loud means bossy, and would therefore not believe that

Critical Thinking — The Assessment Process

Using
M2P's
EI-OWE



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So what is Critical Thinking?

Critical thinking uses a variety of higher level thinking strategies to help us analyze, solve, and evaluate.

We develop deeper understandings, so we maximize our learning potential. As a result, we are ready to produce higher quality work.

What is EI-OWE?

EI-OWE is M2P's

"Old McDonald Had a Farm" approach to critical thinking. We use the EI-OWE formula when we are assessing, or evaluating, media projects. We have an open mind about endless possibilities ...just like Old Mac had to have!

M2P's EI-OWE(S) Critical Thinking Assessment Process is used for a variety of media formats; including, performance, videos, videocasts, photography, PowerPoints, podcasts, weblogs, photocasts, brochures, music, and other publications. We base our understanding of media assessment on M2P's Media Literacy focus—**Getting the "NAAC"** (N)Notice, (A)Analyze, (A)Assess, (C)Create

To be a Credible Critical Thinker, we ...

** need more information about something before we start having opinions and drawing conclusions about it.
"We don't judge a book by its cover."*

** realize that people have many different ideas about the way to communicate words, thoughts, actions, reactions, etc.*

*We are more tolerant and open-minded.
Our perspectives are broadened.*

** try to build a broad-based vocabulary (avoiding generic, overused words) so that we can clearly communicate to others exactly what we are thinking.*

THE EI-OWE(S) FORMULA

EI— Element Identification

O — Opinion

W—Why

E — Example

S — Suggestion or Strategy

EI – Element Identification

= Identifying Your Topic
Here is where you specifically identify what you are going to talk about.

* Make sure you choose a subject that you are familiar with, and can talk about expansively. (e.g. EI--Joe's performance voice)

O – Opinion

= Your Point of View
Fact is what is known to be true. Opinion is what you think about the fact. Opinion is a personal judgment.

* Use a fact about the (EI) topic on which to express your point of view.

* Use specific vocabulary.

* State your opinion positively – avoiding negative language even when you disagree with the way the (EI) topic was handled in the source material.

* Write in sentence form. (e.g. O—I think that Joe's commanding tone of voice shows he has a strong personality.)