Critical/Creative Thinking

"you see, but you don't always; that is the distinction," Sherlock Holmes to Watson

I. Definition
   A. Practical Affairs
   B. Analysis for understanding
      1. fallacy
      2. improvement
   C. Action

It is not enough to be able to analyze a thing or situation; one must be able to react to it.

Example: ++ 2 pencil

II. Application: everywhere
   A. Terms of Information
      1. News reports
      2. Stock listings
   B. Arguments
      1. editorials
      2. sermons
      3. campaign speeches
C. 
1. magazine ads
2. TV commercials
3. movie trailers

D. Situations
1. Buying consumer goods, services
2. Medical advice

E. People
1. tone
2. expression
3. body

fact: design plays a greater role than emotion: culture
marketing usually deals with emotion