

What Is He Thinking?

COMPANION WANTED

Male, financially independent, humorous, loving, intelligent, high energy, enjoys life to the fullest each day.

Seeks mature, financially independent female.

In trying to learn about the mindset— the emotions, beliefs, values and personal qualities—of the individual who placed this personal advertisement, consider the following:

- Tone (Is it cheerful? friendly? businesslike?)
- Choice of words (What do the words suggest about the author's attitudes and feelings?)
- What is emphasized (What seems important to the author?)
- What is not emphasized (What may be revealed about the author by what is not mentioned?)

Look beyond the obvious clues to consider the less explicit hints as to the person's mindset (for example, What other qualities might someone typically want in a companion besides those mentioned in the ad? What might this suggest about the author of the ad?)