

Critical Thinking on Health Issues

1. Dispositions (意向)

At the first glance, what attracts me the most?

第一眼看到廣告的時候，甚麼最吸引我的注意力？

What are the messages of this advertisement?

這廣告傳遞甚麼訊息？

What do they want me to believe?

他們希望我相信甚麼？

Do I believe?

我相信嗎？

Are they true?

這些訊息是真實的嗎？

Are there any scientific evidence?

有沒有科學證據？

Are they really science or false science?

它們是真科學還是偽科學？

Who said this? Who “create” this? Who are they?

是誰說的？誰「製造」這些言論？

Are they professional enough?

他們有足夠的專業知識嗎？

Is there any conflict of interests?

有利益衝突嗎？

2. Criteria (準則)

Knowledge based on physiology

根據運動生理學原則

Definition of health

健康的定義

Standard of ideal body shape: BMI

標準身形：BMI

Nutrition: food pyramid

營養：食物金字塔

Exercise

運動

3. Argument (論證)

Slim body = health?

「瘦身」就是健康？

Slim body = confidence and success?

身裁纖瘦的人就會充滿自信，事業成功？

Obesity = unhealthy?

肥胖就不健康嗎？

Genetic factors

遺傳因素

Medical factors

醫學原因：疾病

Social factors

社會因素：貧窮

Individual differences

個別差異

Who has the professional status to say these?

誰人有足夠的專業知識及地位提出種種的「體重控制」的理論？

4. Reasoning (推論)

According to physiology and “Choice” ...

根據運動生理學原則及「選擇」月刊 ...

Scientific knowledge Y/N

這是科學知識嗎？

Medical knowledge Y/N

還是醫學知識？

Definition of health Y/N

這是正確的健康定義嗎？

Definition of body shape Y/N

他們引用標準身形公式：BMI 嗎？

Are they professional enough? Y/N

他們有足夠的專業知識及地位向讀者提出這些知識嗎？

What measures are they using to persuade the readers?

他們用甚麼手法去說服讀者？

5. Point of view (觀點)