

## **Convention and Innovation**

By Brian Pete

Conventionally, one reads

. . . a text book differently than a poem,  
    . . . a blog differently than a novel,  
    . . . a contract differently than a memo,  
    . . . a letter differently than an airline schedule.

Innovatively, one reads . . .

. . . a “green” differently than a sheet of music,  
    . . . a face differently than a “poker hand,”  
    . . . an audience differently than a billboard,  
    . . . body language differently than the night sky.

Conventional reading or innovational,

One reads flexibly to fit the frame.