**Part 1 Media Analysis: Deconstructing Media Messages**

**Use the graphic organizer to IDENTIFY the components of your selected media message.**

**Media Message #1:** \_\_\_\_\_\_\_\_IMAGE/AD: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Citation for Your Selected Media Message**
**MLA Citation:**

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| **Source:****Whose message is this? Who has control over the content?** |              |
| **Audience:****Who is the “target audience”?** |  |
| **Text:****What do you see and/or hear?** |  |
| **Subtext:****What is your interpretation of the media message?** |  |
| **Persuasion Techniques:****What techniques are used to try to persuade us to believe or do something? (refer to list of Persuasion Techniques)** |  |
| **Point of View:****What are the values and biases of the media maker?** | .  |