**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?** | . |