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| **Source**:Whose message is this? Who has control over the content? | Photos were taken by photographer Tammy Witschger and are provided by the County of San Mateo at no cost. Since San Mateo County offers the images for use in promoting recycled paper companies who use the ads would have control of the content surrounding the images/ads. |
| **Audience**:Who is the “target audience”? | They are for use in promoting recycled paper. The ads are also free to be used in publications to accompany articles such as the ones provided by the County of San Mateo. The images are created for the target audiences of companies in San Mateo County to use in promoting recycled paper. |
| **Text**:What do you see and/or hear? | Black and white drawn image of tree stumps. Words asking: “Still not buying recycled paper?” Answer: “We’re stumped”. “Next time use paper made from paper, not trees.” Information on where to buy recycled paper and a hotline to call for help. |
| **Subtext**:What is your interpretation of the media message? | Using non-recycled paper wasted trees. Recycling WORKS and would improve the environment. The environment would have no life/color and would die without recycling. You are not smart if you are still not recycling. You can “Be Smart” by buying paper made from paper, not trees and by calling the hotline. |
| **Persuasion Techniques**:What techniques are used to try to persuade us to believe or do something? (refer to list of Persuasion Techniques) | Fear- the image communicated an unpleasant situation by showing cut, dead tree stumps which resulted by an individual’s use of non-recycled paper. |
| **Point of View**:What are the values and biases of the media maker? | Buying recycled paper is expected by the County of San Mateo and is good for the the user of recycled paper. If you do not buy and use recycled paper, your environment will be a dead, barren, colorless landscape. |

Sample Media Analysis