Introduction

In this interactivity, click each of the checkboxes on the clipboard to view a list of elements to be examined when you analyze media messages.

Authorship

When you analyze a media message, you should always consider the authorship of the message. In other words, identify who the author of the message is and the role this plays on the purpose of the message and how it is crafted.
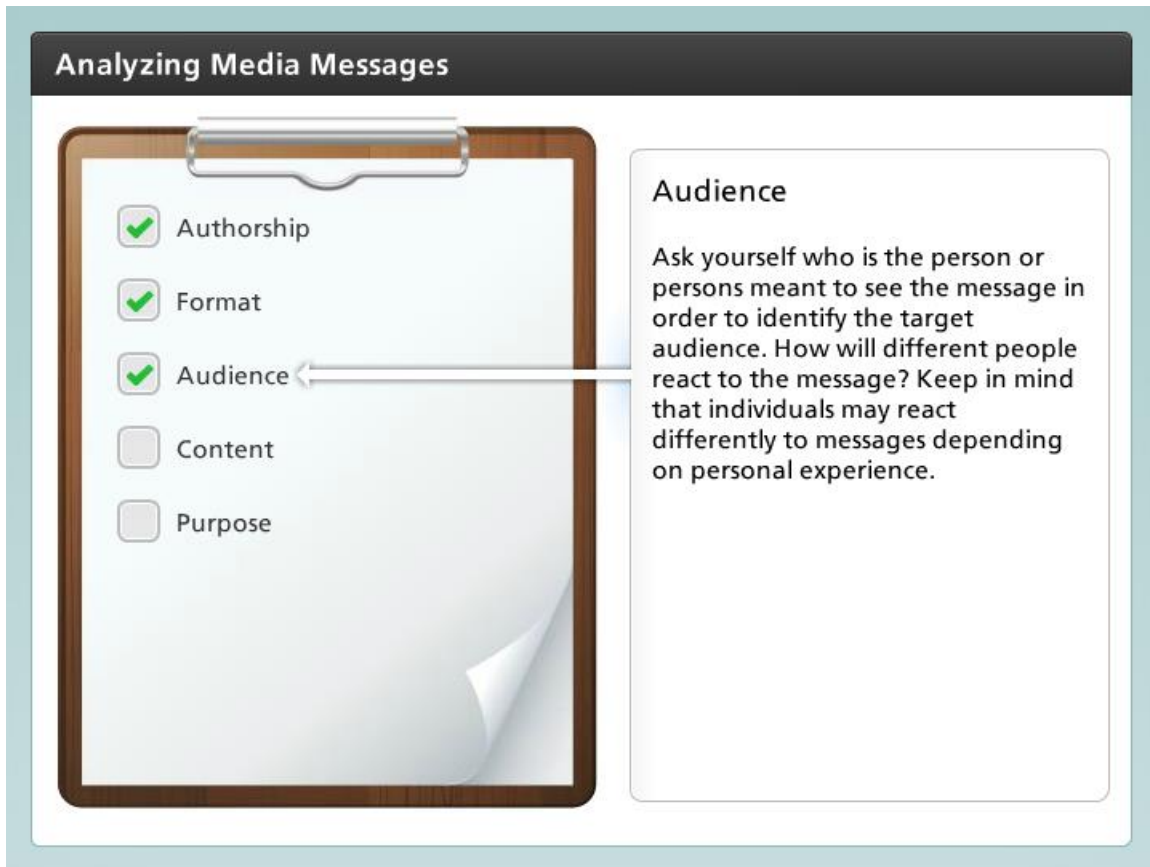
Format

The format of the message is more than just the medium being used; it also involves the important elements used for effect. For example, how do the creators use color, sound, emphasis on certain words, amateur video, camera angles, or kids' voices?

Audience

Analyzing Media Messages

- ✔ Authorship
- ✔ Format
- ✔ Audience
- ☐ Content
- ☐ Purpose

Audience

Ask yourself who is the person or persons meant to see the message in order to identify the target audience. How will different people react to the message? Keep in mind that individuals may react differently to messages depending on personal experience.
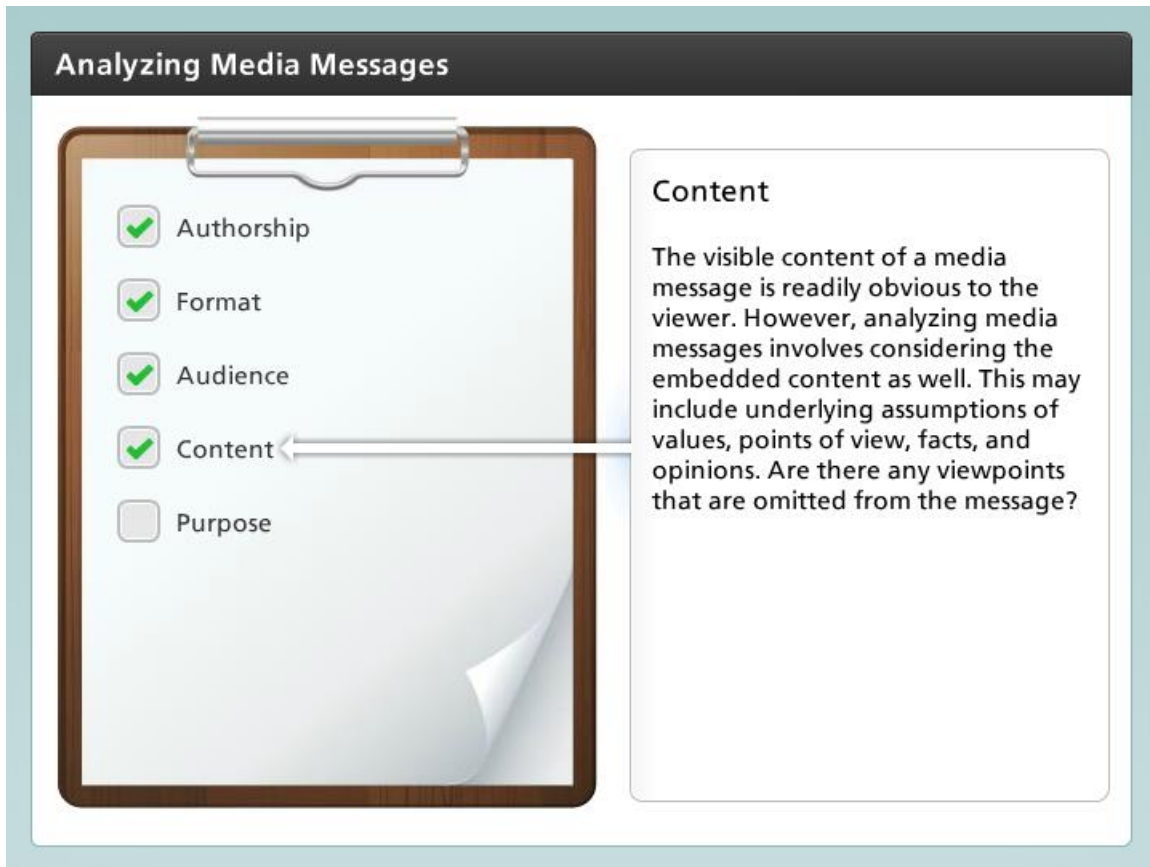
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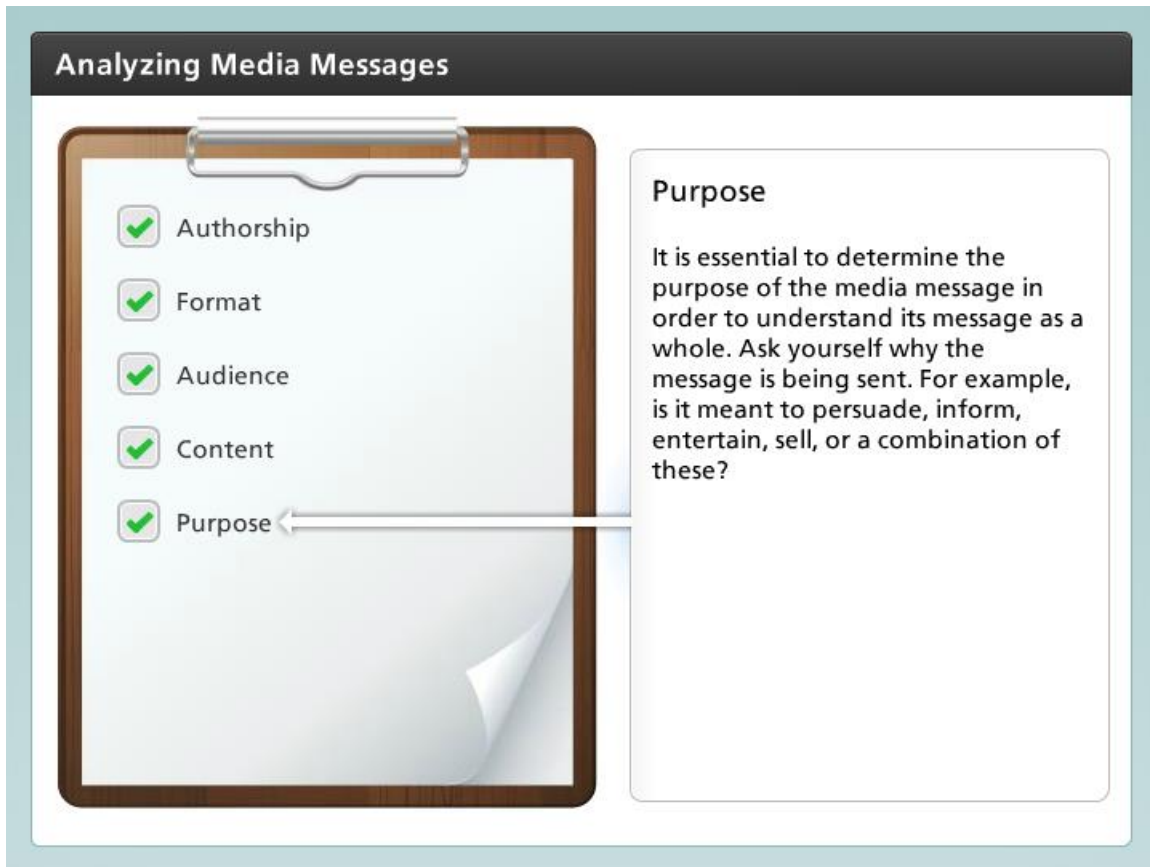
Content

The visible content of a media message is readily obvious to the viewer. However, analyzing media messages involves considering the embedded content as well. This may include underlying assumptions of values, points of view, facts, and opinions. Are there any viewpoints that are omitted from the message?

Purpose

It is essential to determine the purpose of the media message in order to understand its message as a whole. Ask yourself why the message is being sent. For example, is it meant to persuade, inform, entertain, sell, or a combination of these?