Visual Text Analysis Made Easy For Kids
Topic 2: Unmask the main ideas and meanings

All media products are produced to achieve at least an objective such as to educate, inform, influence, motivate, entertain, recruit and sell. You can unmask the main ideas and meanings by looking at the media product closely and asking the relevant questions.

This is a website that provides news updates to the audience.

Questions:
- Who created this website and what did they hope to achieve?
- What creation strategies did the producer employ in order to attract the audience's attention?

A group of producers is responsible for the development of this website. Their objectives are to inform, educate and entertain the audience.
To attract the attention of the audience, they used strategies such as attention grabbing headlines and dramatic photographs.

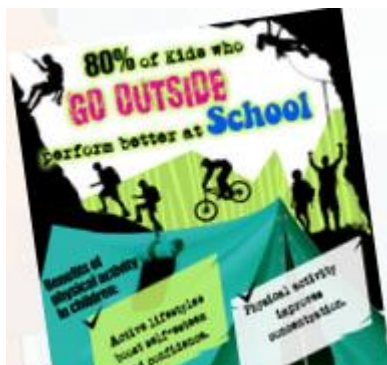## Creation Strategies: Image, Text and Colour

These posters were created to achieve different objectives. To discover the main ideas and meanings, pay attention to the images and text used.

MARKETING/PROMOTIONS

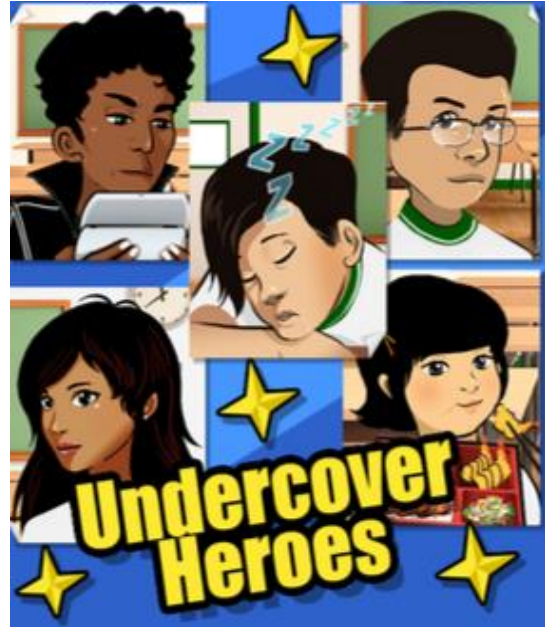**ENTERTAINMENT**

EDUCATION

VOLUNTEER RECRUITMENT DRIVE

Messages and Meanings

Do you think the boy is feeling anxious? What could be the possible reasons?

Why are these students identified as the 'undercover heroes'? Aren't you curious to find out more about them?

How do you know that this boy is feeling happy?

Look at the expression on this lady's face. Do you think she is feeling sad or happy?