



SOURCE

- Who is the creator of the message?
 For example, advertisements are usually done by ad agencies hired by clients
- Think about the source. They can range from profit-driven companies, to individuals making a statement.





- Who is the message targeting?
 Media messages are usually intended for certain audiences.
- Audiences can be grouped by age, gender, interests, class etc.



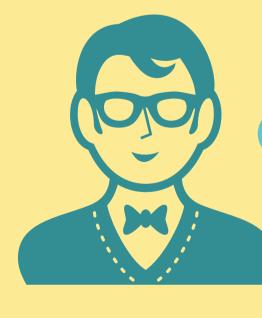


- The 'text' in media messages is what you can see and/or hear. It can be written or spoken words, pictures, graphics, sounds etc.
- The 'text' can convey the meaning of the message directly, such as displaying the actual product to be sold in an ad.





- The 'subtext' is the meaning you create or interpret from the media message, based on your previous experiences, knowledge, opinions and values
- Two people may interpret the same media message differently. Try it with your peers!





Note:

There is no real 'correct' way to deconstruct media messages. Every one interprets them differently. Instead, use the chance to learn about others' perspectives and have a global mindset.

Feel free to access the references below to find out more about media messages, along with other reliable sources you come across.

References

- 1. Davies, J.J. (2004). The effects of neuroticism, mood, and the intervention potential of media messages on selective exposure to television. ProQuest Central, NLB eResources. Retrieved 27 Aug 2015 from: http://search.proquest.com.libproxy.nlb.gov.sg/pqcentral/docview/3052 10364/41322C3C58544440PQ/1?accountid=12691
- 2. Wittbrodt, A. (2015). Deconstruct Media Messages. Retrieved 28 Aug, 2015, from http://www.sophia.org/tutorials/deconstruct-media-messages
- 3. Media Literacy Project (2015). Deconstuction Gallery. Retrieved 28 Aug, 2015 from https://medialiteracyproject.org/deconstructions/











