Media Deconstruction Guide Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. What is your **initial impression** of the media piece in one word? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. Write as many and as varied **OBSERVATIONS** of the example media as you can. Remember to distinguish between observations and interpretations. An observation is a fact that can be seen or heard. An interpretation is what you think the observation means or how you feel about it. Can you identify who made the piece and when? How was this piece shared with the public? What production techniques have been used?
3. Make many **INTERPRETATIONS** from the facts observed above as well as about the media example as a whole. What is this piece about and what makes you think that? Why was this piece made? What point of view is this message taking? Who might benefit from the message and who might be harmed by it? What unwritten messages are being sent? Are there any biases or stereotypes? How have the production techniques been used to enhance the message? What has been left out of this message that might be important to know?
4. React personally to this piece. Do you agree or disagree with its message and why? Is this piece fact or opinion? How credible is this and what makes you think that? Why might this message matter to you or the society you live in? What can you learn about yourself based on this message or your reaction to it?