

## Media Deconstruction Key

To deconstruct a media sample, answer the following questions in order:

- **What is the context?** What environment does the media example come from? What kind of magazine or what channel did the sample appear in?
- **Who paid for the media?** They're the real "storyteller." And companies don't pay millions of dollars for an ad with out a reason. What is it?
- **Who is being targeted?** Who is the story being told to? Who are the consumers of the message? Who are the readers of the media?
- **Why is the storyteller presenting this message?** What messages and values are being expressed?
- **What kind of lifestyle is presented?** Is it glamorized? How?
- **What does the story *say*, and what does it *mean*?** What is the text of the message? Is there a subtext?
- **How is the story constructed?** What techniques is the storyteller using? What technological tools or attention hooks are used?
- **What is not being told in the story?** Is there missing information or counter messages the advertiser doesn't want you to think about?
- **Is the story accurate, fair, truthful and complete?** In what ways is this a healthy and/or unhealthy example of media?