

# Decode Media, Buy Me!

## Project Steps

1. Familiarize yourself with all the Project Resources on media literacy, except for the three media examples listed in Step 2.
2. Examine these three different media examples:
  - a. A game offered on Disney's website (be sure to name the game in your presentation)
  - b. South Beach Diet website
  - c. Clearasil commercial
3. Create your presentation using Google Presentation or PowerPoint. Avoid including too much information on each slide, and feel free to include illustrations (if you'd like!)
  - a. In your own words, explain each of the following terms and concepts:
    - Construction
    - Deconstruction
    - Source
    - Audience
    - Text
    - Subtext
    - Pathos
    - Ethos
    - Logos
  - b. Deconstruct each media example from Step 2 by answering the questions below. Provide specific evidence from the media examples to support your answers.
    - Who created and/or paid for the advertisement? For what purpose?
    - What is the "text"?
    - What kind of lifestyle is presented?
    - What values are expressed?
    - Are ethos, pathos and logos used? If so, how?
    - What positive and negative messages are presented?
    - What is the "subtext"?

- Who is the target audience? How can you tell?
- What groups of people does it empower/disempower? How? How does this serve the company's interests?
- What information is provided about the product? What information is missing?
- How credible do you think the information is and why?
- What ethical issues does the message present?

