

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?

