



# Deconstructing Media Messages

## 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.

## AUDIENCE

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

## TEXT

- 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.

## SUBTEXT

- 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/305210364/41322C3C58544440PQ/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). Deconstruction Gallery. Retrieved 28 Aug, 2015 from <https://medialiteracyproject.org/deconstructions/>