

APPARTS (ADAPTED FOR MEDIA EDUCATION)

Name:

Date:

Course:

Directions: Use the following handout as a guide for analyzing media sources.

Author

Who constructed this media product? What do you know about who paid for, wrote, created, or commissioned it? What is the producer's point of view?

Place and Time

Where and when was this media product produced? How might this have affected the meaning of this media product? Where did audiences originally encounter it? What larger historical issues or debates does it address?

Prior Knowledge

What do you know from experience or history that would help you further understand this media product?

Audience

Who was the intended audience for this media product, and how does this affect its content and reliability? Who was likely to pay attention to, or be influenced by, this media product? How might different audiences react differently to this media product?

Reason

Why was this media product produced at the time it was produced? What political, economic or social need on the part of the producer(s) does it address? What information or argument does this media product convey? Does it contain any messages about values, ways of life, or how the world should work?

The Main Idea

What point is this media product trying to convey?

Significance

Why is this media product important? What are its social and/or political implications? What effect might this media product have had?

The Teaching Educators about Media (TEAM) Project, housed in UT's Radio-TV-Film Department, designed these lesson plans and resources. Project Director: Laura Stein, Ph.D. <http://utopia.utexas.edu/explore/team/>