



## **MEDIA ANALYSIS POCKET GUIDE**



## **EXAMINE**

### **INVESTIGATE MESSAGE TOTALITY**

- What are your perceptions?
- Who is the target audience?
- What could others with differing views think?

## **QUESTION**

### **ASK SPECIFIC QUESTIONS**

- Who created this media?
- How is medium impacting the message?
- What context does the message exist in?

## **INTERPRET**

### **PROCESS THE MESSAGE**

- Who gains from this message?
- Whose narrative is this message telling?
- Are we missing something?

## **EXPLAIN**

### **OFFER SYNOPSIS + CONTEXTUALIZE**

- What is the point of the message?
- Why was the message necessary?
- What is the takeaway of the message?