

Deconstruct a TV commercial using these questions:

1. Whose message is this? Who created or paid for it? Why?
2. Who is the “target audience”? What is their age, ethnicity, class, profession, interests, etc.? What words, images or sounds suggest this?
3. What is the “text” of the message? (What we actually see and/or hear: written or spoken words, photos, drawings, logos, design, music, sounds, etc.)
4. What is the “subtext” of the message? (What do you think is the hidden or unstated meaning?)
5. What kind of lifestyle is presented? Is it glamorized? How?
6. What values are expressed?
7. What tools of persuasion are used? **See "The language of persuasion"**
8. What positive messages are presented? What negative messages are presented?
9. What groups of people does this message empower? What groups does it disempower? How does this serve the media maker's interests?
10. What part of the story is not being told? How and where could you get more information about the untold stories?