

# Analyzing Media

Want to understand a butterfly's wing? Chances are you will look at it under a magnifying glass. You might even study it under a microscope.

Likewise, if you want to be a gymnast, you will break down your routine into small actions. You will perfect each action. Finally, you will see just how to do a back flip and a handstand.

*Analyzing* means breaking down a large object or action into smaller pieces.

Media literate people are able to analyze its many forms. Watch or listen to one type of media. Then, ask yourself the following questions:

- Who paid for this media? (Did a company pay? Did one person pay?)
- To what age group and gender does this media appeal? (Does it appeal to 12-year-old students, or to retired adults your grandmother's age?)
- What is the obvious message in this media? (You should buy this toboggan.)
- What are the hidden messages in this media? (If you buy this toboggan, you will have many friends.)
- In what ways is this a healthy and/or an unhealthy example of media? (The toboggan is healthy as it's an activity outside, but riding without a helmet or other protection is not.)



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