



Ceci n'est pas une pipe.

This is not a pipe.

By Rene Magritte



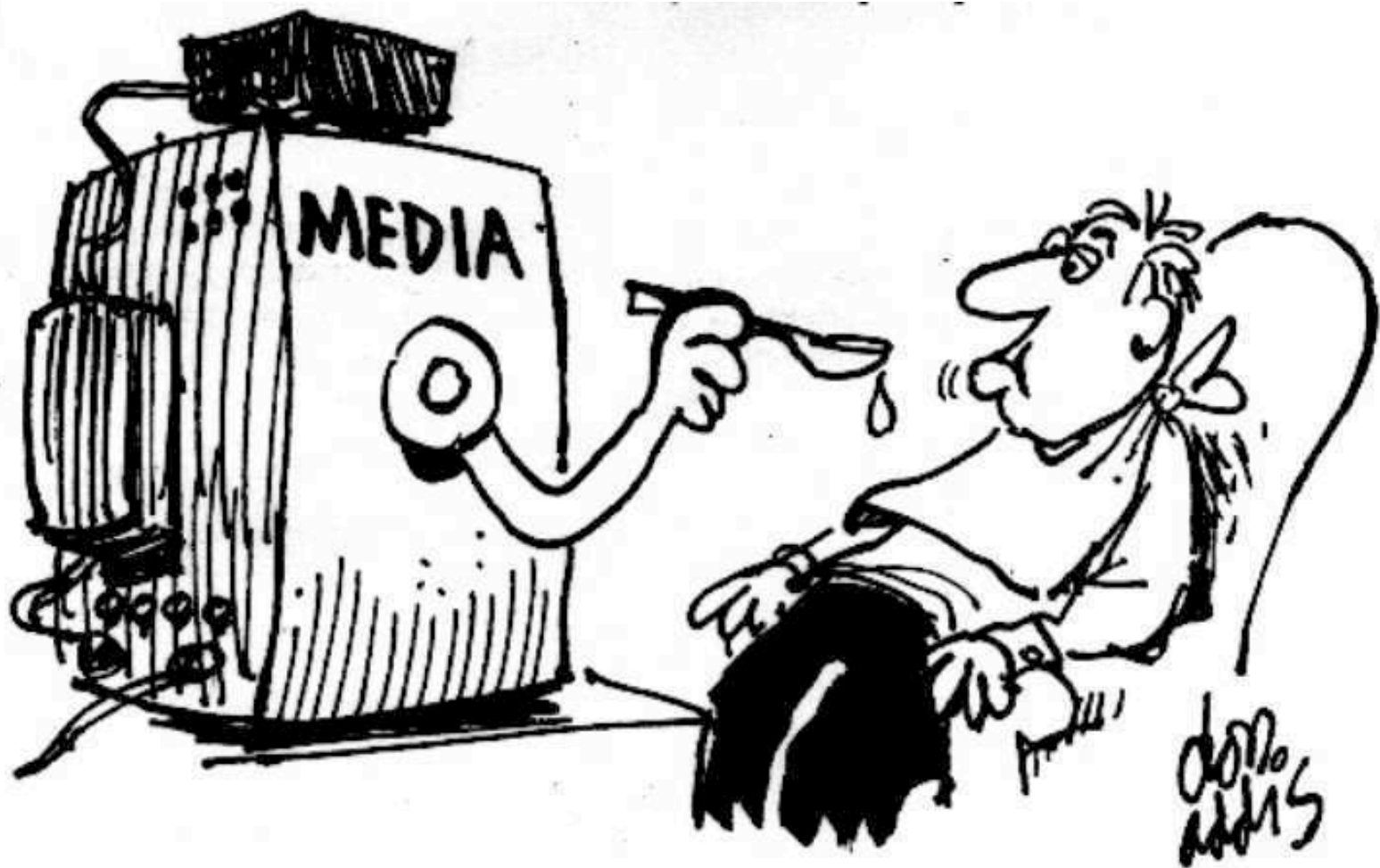
are you

Savvy

MEDIA MIND CONTROL

or a

Sucker?



Who/What are the Media?

- Advertisers (print and TV)
- Newspapers
- Magazines
- TV Shows (including the news)
- Movies
- Music
- Radio
- Internet

How do you “read” the media?

Objective Observations: What do you see?	Interpretations: What do your observations mean?	Questions: What don't you see? Why do you see what you see?



All media messages are constructed.

They don't just happen



Based on your observations of the previous 2 slides, define

FAMILY

Are these families?



Homework

WATCH TV for 30-60 minutes—note the time period and the station

Keep track of the following:

Minutes of advertising (time it to the best of your ability)

Purpose of ads (selling a product, promoting a show, promoting a candidate, etc.)

Content of show and primary audience

In all of the above, take special note of direct and indirect references to:

- Alcohol
- Tobacco
- Illicit drugs
- Prescription drugs

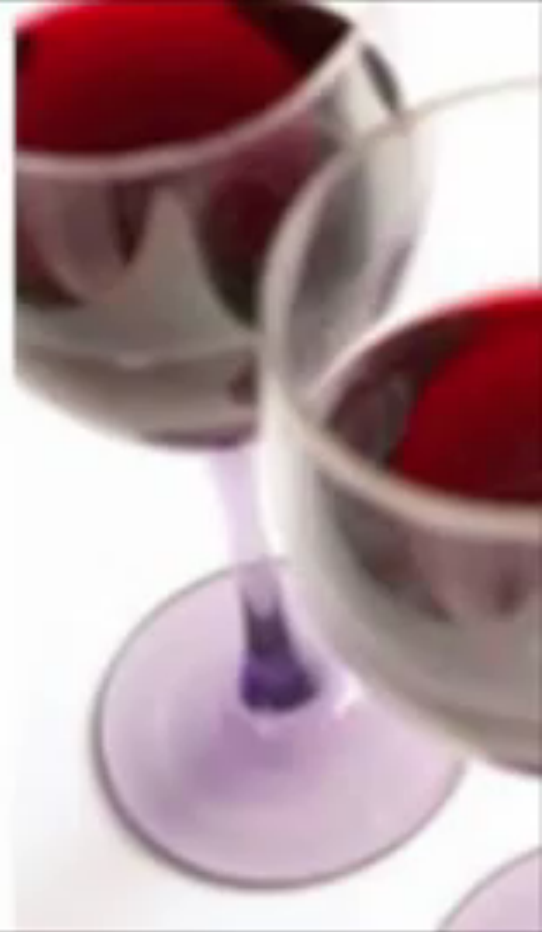
What did you notice?



Every On-Screen







Your Assignment

1. Choose a partner
2. Select an ad, tv show, movie, song lyrics, etc. You must provide a link to the original source. Try doing an image search for the kind of ad you want or a Youtube search for the kind of footage you want.
3. Fill in a 3-column chart on the material you select—type this
4. Using your observations, conclusions, and questions as support, explain the media's message about the subject of your media. What do they want people to believe? What are they selling directly? Indirectly? What message is being sent to the viewer/listener? How do they get their point across? Be specific.

Use **GOOGLE DOCS** to turn in:

1. 3-column chart
2. Neatly typed explanation
3. Link to the media you analyzed
4. Share both with:

eila.overcash@gapps.bend.k12.or.us

Make sure each partner's name is on the work



Objective Observations: What do you see?

Purple bar on top and bottom of screen
Words on screen: "Before Allegra"
Black and white
Woman has hand on boy's back
Boy has tissue at his nose
Sitting by window
Different child is outside window on scooter
Words on screen: "After Allegra"
4 kids w/helmets in left background, holding scooters/skateboards
Kid in foreground wearing orange shirt, helmet, doing spinny trick on scooter
Woman sitting, watching/clapping while kid does trick on scooter, Kid jumps scooter off ledge through words about Allegra, holds arm in air
Trees, blue sky, white puffy clouds
"See carton for instructions, use only as directed."
Woman's voice:
"Before Allegra, Scott's allergies made it hard to keep up with his friends. After Allegra he's right there with them."
"Children's Allegra gives children effective, long-lasting, non-drowsy relief of their toughest symptoms."
"Children's Allegra, so kids can stop suffering and start living"

Interpretations: What do your observations mean?

Mom sad for her son and is trying to comfort him (hand on back) because he has allergies and can't go out to play. He's missing out on life. Black and white suggests that life is no fun. The word "suffering" in the voice over fits with the b&w. Boy also sad because he can't keep up with his friends. Tissue to nose shows he is an allergy sufferer and outside would be too much for him. "Before Allegra" appears on the screen and the Mom says it to make it extra clear that life was pretty awful.

When "After Allegra" appears on the screen, the commercial goes to bright colors which suggests life and fun. The boy is out playing with friends, wearing a bright orange shirt. It's a beautiful day and everything is clearly better. He is not simply playing, he is doing tricks and jumps, which shows the dramatic improvement Allegra had on him. The weather is perfect for outside play. Mom is out there, too, still supporting him in his new freedom to live and have fun made possible by Allegra

Questions: What don't you see? Why do you see what you see?

What if Allegra doesn't work? We don't see cases in which Allegra isn't effective or is only mildly effective. What if the allergy sufferer has inside allergies as well—does Allegra still work?

The huge contrast between before and after suggests to the audience that Allegra is life-changing, which will ideally get people to buy the product. It suggests that taking this drug will solve all the kid's problems, and maybe your children's, too

Using your observations, conclusions, and questions as support, explain the media's message about the subject of your media. What do they want people to believe? What are they selling directly? Indirectly? What message is being sent to the viewer/listener? How do they get their point across? Be specific

The media message is that pharmaceutical drugs, in this case Allegra, have a positive impact on people's lives. Even children can benefit from taking them. They want people to believe that pharmaceuticals are the solution to many of life's problems, including allergies. Directly, the company is selling Allegra, but indirectly, they are selling happiness and a new life as a result of their drug. By using a **woman's voice** and a **mother-figure** in the ad, they are showing parental/maternal concern for a child—what parent doesn't want her child to be outside, happily playing with his friends? A good mother will make this possible for her child—the company is appealing to a parent's desire to provide a good life for her children. They use **the contrast between black and white in the first part of the ad and vibrant color** in the second part to emphasize the huge difference Allegra makes. The boy is **dressed in an orange** shirt because orange is such a vibrant color—dark blue or green wouldn't stand out nearly as effectively. **The children are being quite active**, not simply hanging around outside, which continues to emphasize the difference between life before Allegra and life after. They emphasize the spoken word with **"Before Allegra"** and **"After Allegra"** and then a very short statement about following instructions that are included in the box—this is their attempt to legally protect themselves. The **purple bars** at the top and bottom of the video provide a frame and focus the viewer.

Scoring guide:

Objective Observations

- Comprehensive—reflects careful attention to all aspects of the item: words, color, sound, images, etc.
- Objective—Simply lists what is there without editorializing/interpreting

Interpretations

- Based directly on content of observations
- References observations to support interpretation
- Interprets multiple aspects of the item (not just one-dimensional)

Questions

- Reflect careful thought about the item
- Questions are insightful

Paragraph of analysis

- Each question is answered
 - What do they want people to believe?
 - What are they selling directly? Indirectly?
 - What message is being sent to the viewer/listener?
 - How do they get their point across?
- All answers are supported with specific examples from the item being analyzed
- Writing is clean and free of errors in grammar, spelling, punctuation, and usage