

Codes and Conventions

What is the message genre?
What techniques are used to attract and hold attention?
What conventions of storytelling or symbolism are used in this message?
What kinds of persuasive or emotional appeals are used in this message?
What technologies were used to construct this message?
How is this message similar and different from others with similar content?

Messages and Values

What makes this message seem realistic or unrealistic?
How does this message fit with your lived experience of the world?
How are various social groups represented?
What **social or ideological messages** are a part of the message's subtext?
What **kinds of behaviors and what kinds of consequences** are depicted?
What **type of person is the reader** invited to identify with?
What is **omitted from the message**?
Whose point of view is presented?

Expanded Questions

Producers and Consumers

Who created this message?
What is the producer's purpose?
Who is the target audience?
How have economic decisions influenced the construction of this message?
What reasons might an individual have for being interested in this message?
How do individuals respond emotionally to this message?
How might different individuals interpret this message differently?



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