

Who's the Target?

Directions: Review each of your media messages carefully and answer the following questions.

1. Who created this message? (Who is the producer?)

2. What is the purpose (or purposes) of the message?
(There can be multiple purposes.)

to inform/teach to persuade/convince to entertain to express/share

3. Who is the target audience for this media message?
Who is this message made for?

Children Teens Young Adults Adults Seniors Females Males
 People of Color Caucasian People Wealthy People Middle Class People
 Low Income People
 Other _____

4. What values does the message reinforce or support?

5. What has been left out of the message?

What information, perspective, or representation is absent from this message?

6. Who might benefit from this message?

7. Who might be harmed by this message?

8. What is the meaning of the message?

(created by Just Think)