

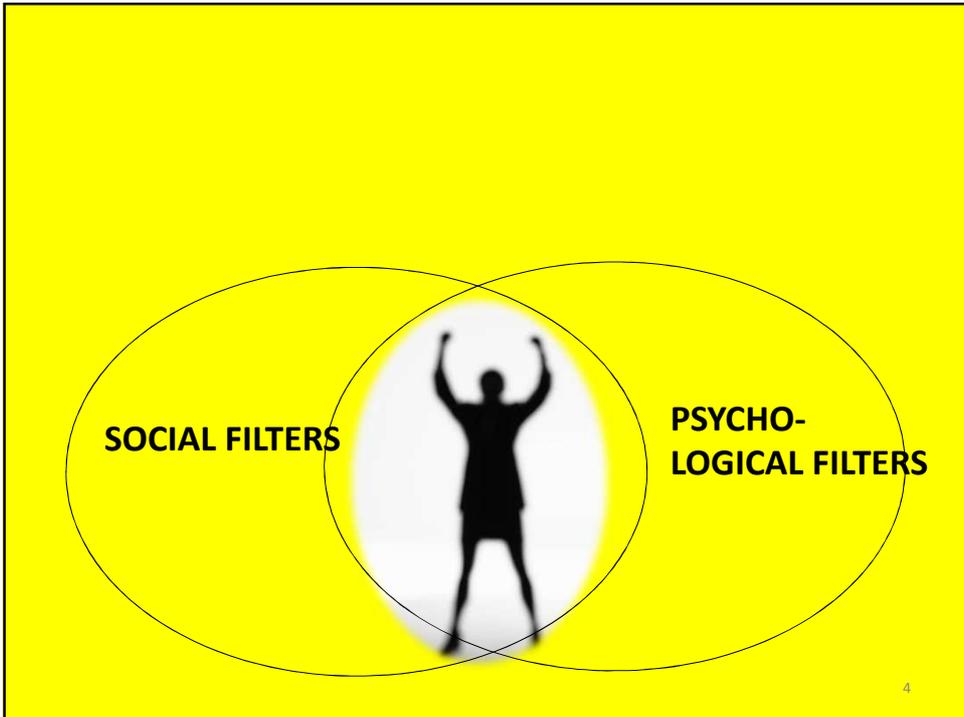
**Different people
experience the
same media
message differently.**

MEDIA LITERACY
Key Concept No. 3

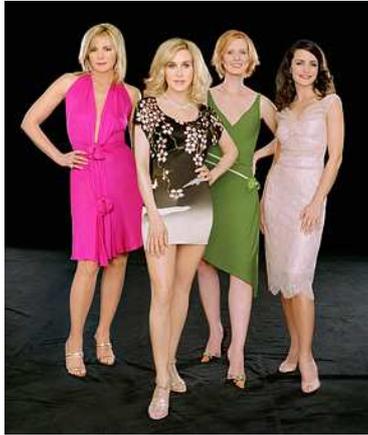
**How might different
people understand this
message differently?**



Selective Perception



Uses & Gratifications



5

Selective Exposure



6

Selective Retention



7

The Obstinate Audience



8

10

FACTORS SHAPING MORAL GROWTH

- **Family Role Models** – parents or other family members
- **Other Role Models** – educators, coaches, friends, leaders
- **Community** – faith community, neighborhood, or any other community
- **Commitment to Personal Accountability** – mutual close friendships in which accountability is a key factor
- **Experiences interacting with acknowledged moral leaders**
- **Learning from moral failures** – of self (this requires honesty with self), and of others
- **Practicing moral judgment and action** – by facing tough challenges, and meeting the expectations of others
- **Cultivation of moral insight through direct instruction in ethical theory**
- **Heightening of moral awareness** – through film, literature, or experiences such as mission trips in the developing world (or other interaction with the impoverished)
- **Commitment to Biblical standards** – leading to a “moral compass”

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Center for Applied Christian Ethics , Illinois

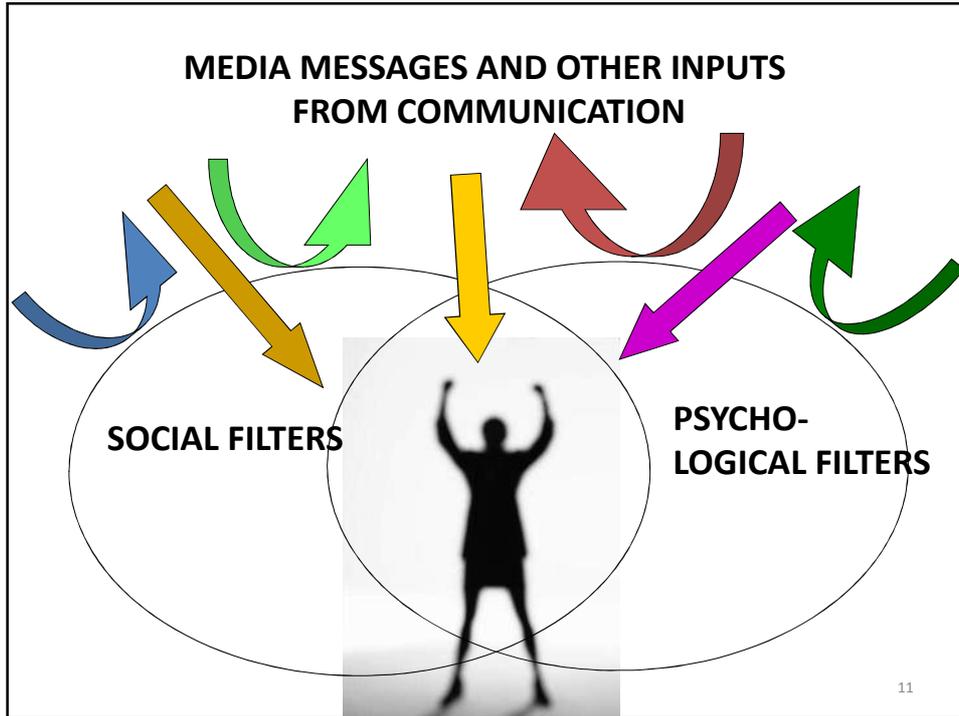
FACTORS FOR MORAL DEVELOPMENT

- **Family**
- **Friends and social network**
- **Past experiences**
- **Media**
- **Environment, including nature**
- **Church**
- **School**
- **Workplace**

COMMUNICATION
RESEARCH TRENDS



10



Deconstruct message by. . .

autobiographical analysis

autobiographical analysis

- Narrative reconstruction (recounting stories they have seen, heard or read in order to gain perspective of their understanding of media content)
- Affective response analysis (the formation of self-concept through analysis of emotional reactions to media programs taking into consideration personal belief systems, and coping strategies)
- Media production (or “media arts education,” applying media literacy concepts in a practical, hands-on setting)
- Media chronicling (study of the personal significance of different media to different people, e.g. sentimental value of a genre of music to members of a particular generation).

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**Media have
embedded
values and
points of view.**

MEDIA LITERACY
Key Concept No. 4



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**What values, lifestyles
and points of view are
represented in, or omitted,
from this message?**

16

Deconstruct message by. . .

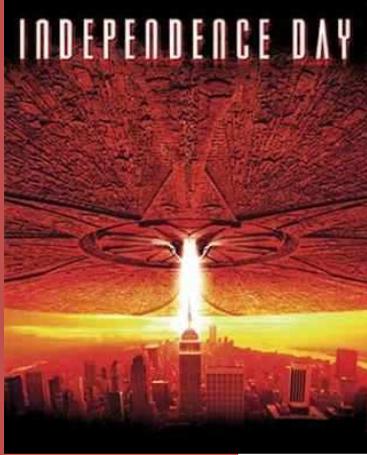
ideological analysis

17

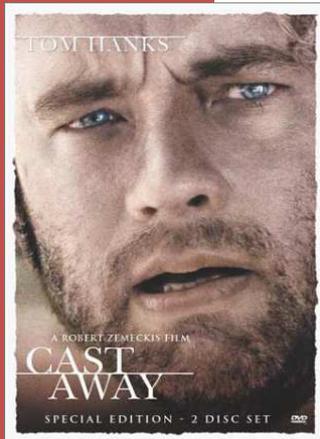
ideological analysis

- Organizational analysis (the study of ownership patterns in media industries),
- Worldview analysis (the kind of world media communicators wish to project through the message),
- Point of view analysis (what point of view, and by whom, was expressed through the message?),
- Narrative analysis (what is the story in the message, which audiences are supposed to believe in?),
- Genre analysis (study of the “type, class or category of the artistic work” e.g. horror, romance, sci-fi, etc.), and
- Production analysis (study of the “style, and attributes of a media production, which shape the interpretation of the message”).

3



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"Media is really owned by advertising people because every paper has to have three-fourths of its papers devoted to ads in order to survive."

21

Deconstruct message by. . .

mythic analysis

mythic analysis

How media explore and discuss --

- Nature myths (explanations for natural events),
- Historical myths (significant events and rulers of civilizations),
- Metaphysical myths (insight into creation, birth, death, divine presence, good and evil, and afterlife).

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Christian Myth	What is it about?	TV's contrasting myths/ views
The Genesis Story	Goodness of God God's providence Value of human life Harmony in nature Equality of human beings Man's interrelatedness with nature	"The Technique" (There is a solution to every problem e.g. gadgets, way of life, etc) Consumption and waste Young, white, unmarried individuals are given preference "over" old, married, colored or minorities
The Story of the Fall	Evil comes from man's self-centeredness and pride	Narcissism Self-glorification Self-gratification

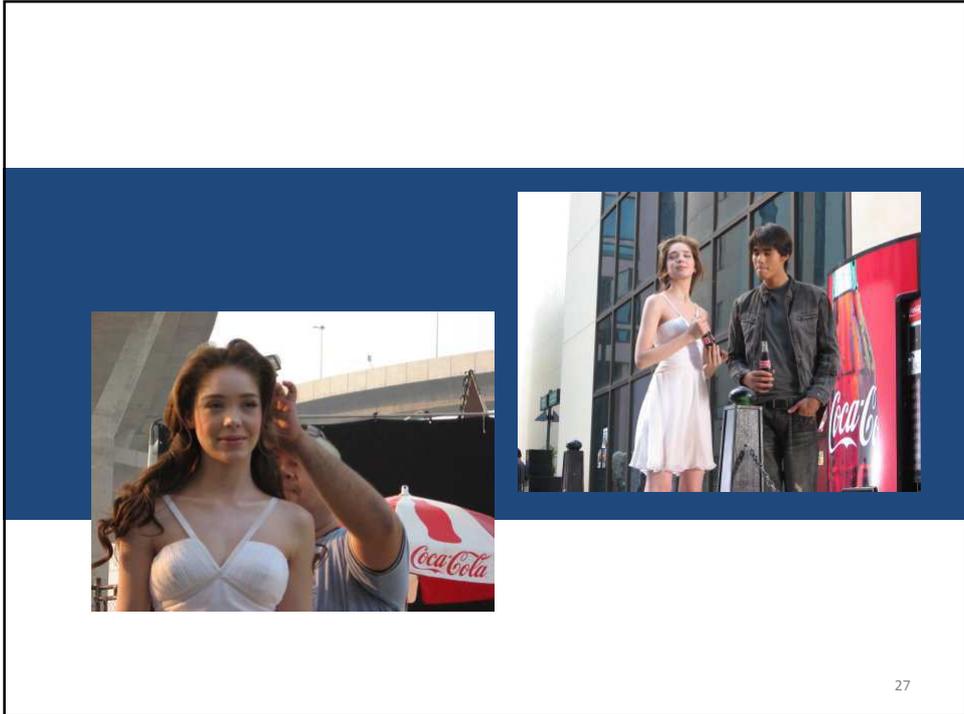
24

Christian Myth	What is it about?	TV's contrasting myths/ views
The Covenant Story	Reconciliation after "the fall" God blesses His people and asks that they worship Him and no other less-than-God gods	Look highly at beauty, richness, power and success [Be envious, be very envious.]
The Kingdom of God	Man is the temple of the Spirit The Kingdom of God is within us, not something out there Hope in the promises of God	Consumption is inherently good Everything in the world can be bought God is absent

25

Christian Myth	What is it about?	TV's contrasting myths/ views
Jesus, servant and savior	Jesus is the key image which guides both the Christian's personal life and the life of the Church	[Avenge any wrong doing by anybody; the sooner the better. Bad karma follows any wrong doing.] Consumption is the guide to both personal and corporate life.

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Most media messages are organized to gain profit and/or power.

MEDIA LITERACY
Key Concept No. 5

Why is this message being sent?



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Media is business!

Industry	Ad expenses in 2007
Personal care	P 23.4 billion
Telecoms	P 13 billion
Hair care	P 10 billion
Skin care	P 6 billion
Oral care	P 3 billion

30



Tipid pack
Value pack
Thrift pack
Refill pack

Reasons Consumers Buy Sachet/Mini Size and Tingi

REASON	MINI (%)	TINGI (%)
Price (e.g. cheap, affordable, can buy with just P1)	42	32
Economy (e.g. fits the budget, able to save, just the right amount)	39	29
Contents (e.g. many contents, small size, little content)	1	1
Usage (e.g. easy to carry, can control usage, good for 2 persons)	31	17
Purchase (e.g. readily available, to save time in buying)	32	46

Source: Asiabus April 2004, Synovate Philippines 32

*To make sense of ... media... it is essential to get the relationship between the media and advertising the right way around: commercial mass media are not news and features backed up by advertising; on the contrary, the commercial mass media are advertisements which carry news, features and entertainment in order to capture audiences for the advertisers... It is a complete mistake to analyze the relationship between media and advertising by supposing that the media's prime function is to sell advertised products to audiences. On the contrary, **the media's job is to sell audiences to advertisers.***



Humphrey McQueen
an Australian author,
historian, and
cultural
commentator

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conclusion

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DECONSTRUCTING MEDIA MESSAGES

All media messages are constructed	Who created this message? Who is communicating to me?	Nonverbal communication analysis	Facial expressions Eye behaviors Posture Gestures Proxemic communication Tactile communication Physical appearance Accessories Vocalic communication
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DECONSTRUCTING MEDIA MESSAGES

Media messages are constructed using a creative language with its own rules	What creative techniques are used to attract my attention?	Production analysis	Editing Composition Point of view Angle Connotation Graphics Color Lighting Shape Movement Scale Sound Special effects
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DECONSTRUCTING MEDIA MESSAGES

Different people experience the same media message differently	How might different people understand this message differently?	Autobiographical analysis	Narrative reconstruction Affective response analysis Media production Media chronicling Media activism Media arts education
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DECONSTRUCTING MEDIA MESSAGES

Media have embedded values and points of view	What values, lifestyles and points of view are represented in, or omitted, from this message?	Ideological analysis Mythic analysis	Organizational analysis Worldview analysis Point of view analysis Narrative analysis Genre analysis Production analysis Comparison between media myths and established – Nature myths, Historical myths, and Metaphysical myths
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DECONSTRUCTING MEDIA MESSAGES

Most media messages are organized to gain profit and/or power	Why is this message being sent?		What product or service is being sold? What marketing techniques are employed? How am I treated as a possible buyer?
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Thank you.



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