

























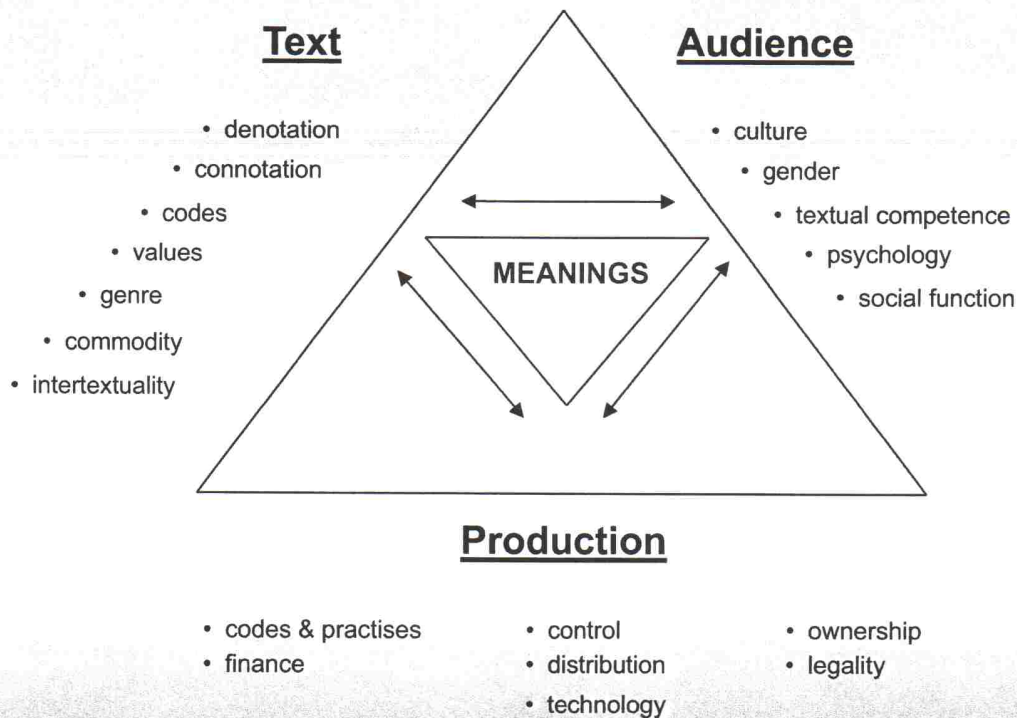


The ABC's of Brands

How many of the following brands do you recognize with just one letter? Write your answers in the spaces provided.

		
		
		
		
		
		
		
		
		<p>Total = _____ / 26</p>

Media Studies Triangle



Source: *Media Studies K-12 DRAFT* © Toronto District School Board

An excellent model for examining media messages is a multiple perspective model from the *Media Studies Triangle* (conceived by Eddie Dick for the Scottish Film Council. *The Teaching and Learning Process*).

The three sides of the triangle represent three distinct aspects of a media message and suggest that all three must be considered to fully understand the message's meanings.

<p>The <i>Text</i> side – what the audience is "reading" – encourages students to consider such qualities as:</p>	<p>The <i>Audience</i> side encourages students to consider the audience's role in creating meaning and includes such qualities as:</p>	<p>The <i>Production</i> side is one which acknowledges the role of production practices and regulations, such as:</p>
<ul style="list-style-type: none"> • denotation • connotation • codes • ideology & values • genre • commodity • intertextuality 	<ul style="list-style-type: none"> • culture • gender • textual competence • psychology • social function 	<ul style="list-style-type: none"> • codes and practises • finance • control • distribution • technology • ownership • legality