Media and the Construction of Reality

Whether you are watching the evening news or a television sitcom, reading a newspaper or listening to the radio, the information you receive through one medium or another has been carefully constructed to deliver an effective message. Often, a carefully constructed reality adds to the effectiveness of the suggested message.

With a partner, select a media text, such as a magazine ad, TV sitcom, or movie, and “deconstruct” it. In other words, analyze how and why it was created. Discuss how it is ***constructing reality***. Use the following questions to assist you:

1. Who is the intended target audience?
2. What are the characters like? Are they realistic?
3. Who created this text? Who owns it? Who profits from it?
4. How was the text made? What production techniques were used?
5. How and why does this text appeal to its audience?
6. How is this text distributed or sold to the public?
7. Does it tell a story? What type of story is it? Does it follow a formula?

*Watch a short video created by a grade 12 English class that asks, “Does media construct your reality?” Think about this video as you read about the other principles of media.* *https://www.youtube.com/watch?v=pJGoYe\_MGW0*

