MEDIA MESSAGES

- Media messages are the messages which are presented before people through various media like print, audio and audio-visual.

- Media messages are created by the advertisers for commercial, political or social causes.

- The messages are created to reach the target audience.

- These messages are created in such a way that they have the intended impact on the target audience.

- The purpose of these media messages is to influence the target audience for commercial, political or social gains.

- A lot of planning goes into developing these messages before they are shown to the public.

- The type of media i.e. print, audio or audio-visual, which is used to showcase these messages, is also selected after a lot of consideration.

- So, understanding how these messages are created, becomes absolutely necessary for you as teachers.

- As teachers, you need to know how these media messages are created and how they are used to promote various causes and products.

- You need to understand the reasons behind creating these messages.

- You need to understand how these messages influence people so that you can warn your students about staying away from those media messages which could be harmful for them.

- You are the guide who can help the students to understand the media messages in this age, where they are surrounded by media 24 hours a day.

- It is very important for you to understand the Key Concepts in Media Literacy, so that, you can understand how the media messages are constructed.

- So, let us look at the Key Concepts in Media Literacy which will help us to understand how media messages are constructed.

HOW MEDIA MESSAGES ARE CONSTRUCTED

KEY CONCEPTS IN MEDIA LITERACY

- All media are constructions

- The media contain beliefs and value messages

- Each person interprets the messages differently

- The media has special interests (commercial, political)

- Each medium has its own language, style, form and technique

ALL MEDIA ARE CONSTRUCTIONS

- All media are carefully assembled, edited, selected and designed constructions.

- Much of our view of reality is based on media messages that have been pre-constructed and have attitudes, interpretations and conclusions already built in.

- The media, to a great extent, presents us with versions of reality.

- They show us the world but it is a selected and often unrepresentative view, even though it seems to be true.

- Learning to distinguish the reality from the reflection is important in this concept.

THE MEDIA CONTAIN BELIEFS AND VALUE MESSAGES

- The media messages are constructed. So, they carry a subtext of who and what is important — at least to the person or people creating the message.

- The media consistently construct, contain, carry and convey certain basic beliefs and values.

- These messages can have a great social and political influence.

EACH PERSON INTERPRETS THE MESSAGES DIFFERENTLY

- Audiences play a role in interpreting media messages.

- Each audience member brings to the message a unique set of life experiences.

- Differences in age, gender, education and cultural upbringing generates unique interpretations.

THE MEDIA HAS SPECIAL INTERESTS (COMMERCIAL, POLITICAL)

- Much of the world's media were developed as money-making enterprises.

- Media are primarily, businesses driven by a profit motive.

- People create media so that they can make money.

EACH MEDIUM HAS ITS OWN LANGUAGE, STYLE, FORM AND TECHNIQUE

- The different forms of media use unique languages, each with its own set of "rules."

- This principle of media literacy enables us to understand the unique characteristics and attributes of each medium.

- It enables us to conceptualize not just what we are told, but how we are told.

- Over time, we understand what each technique means.

- We become fluent in the "languages" of different media and can appreciate their aesthetic qualities.

- Thus, by considering the core concepts behind every media message, you can equip yourself with an ability to analyze and interpret a message — and to accept or reject its legitimacy.