

Hello students, welcome to

the Media Literacy lecture.

This lecture is for the second year students

of the Bachelor of Education program.

We are doing unit #1 that is media literacy.

I'm going to do module #5 that is.

Deconstructing media texts using

the media triangle that is Eddie Dick

Triangle

Outline of this module.

In this module you will learn.

About deconstructing media texts,

using the key concepts for deconstructing

media and you will also learn about

deconstructing media texts using

the media triangle which is also

known as Eddie Dick Media Triangle.

Learning outcomes of this module

By the end of this module you will be able

to deconstruct the media texts using

key concepts for deconstructing media.

And you will be able to deconstruct the
media text using the media triangle.

So let us start with the
deconstructing skills.

What do you understand by deconstructing?

deconstructing is a skill of examining
and taking apart the media message
in order to understand how they
work or how they're constructed.

We know that all media are constructions.

So to understand the media messages,
it is essential to learn
the deconstructing skills.

Let us understand what are the key concepts
for deconstructing media messages.

These key concepts will help us to
understand the media messages and
will also help us to deconstruct these
media messages so that we can convey
the right message to our students,
when they ask us about these media messages.

The key concepts for deconstructing

these media messages are.

First one is source,

second one is audience,

third one is the text,

fourth one is the subtext and the

fifth one is persuasion.

Now let us look at these concepts one by one.

The first one that is the source.

All media messages are created.

Now the creator could be an individual.

Writer or Blogger.

In the case of a movie The script writer,

director, producer.

And movie studio all play a

role in creating the message.

Ads are usually put together

by the ad agencies,

but the creator is really the client.

That is the company that is

paying for the advertisement.

Now let us look at the term audience

media messages are intended

to reach a large audience.

Some - like primetime TV shows are

designed to reach millions of people.

Others like a letter or email may

be intended only for one person.

Now most media messages are

designed to reach specific groups

of people.

Let us look at the next concept.

That is the text. We often use this

word text to mean written words.

However,

in media literacy it means

what you actually see or hear.

It can include written or spoken words.

Pictures, graphs, etc.

Let's move on to the next concept,

that is, subtext.

Subtext is an individual

interpretation of a media message.

Sometimes it is called the latent text.

It is a meaning we create from

the text in our own minds.

Subtext is actually reading

between the lines.

The next key concept for

deconstructing media messages is.

Persuasion. Now media messages use

many techniques to try and persuade

us to believe or do something.

If we spot the technique being used,

we are less likely to be persuaded.

Roy Garn in 'The Magic Power of

Emotional Appeal' has mentioned money,

romance, recognition and self

preservation as the tools of persuasion.

Now let us understand what could

be the basic deconstructing

questions that we need to ask so

that we can deconstruct the media

messages successfully and correctly.

The basic questions are given here.

The first one that you can

ask is whose message is this?

Who created it or paid for it, and why?

The second question that you

can ask is that who is The target audience.

What are the clues?

The third question that you can ask

What tools of persuasion are used?

Money, romance,

recognition or self preservation?

And the fourth basic deconstructing

question that you can ask is what

part of the story is not being

told by the media to the masses.

Now let us look at the deconstructing.

Of media messages using the media triangle.

So far we have tried to understand

how to deconstruct media messages

using the key concepts and the

basic deconstructing questions.

Now we will try and understand how

to deconstruct these messages

using the media triangle,

which was also proposed by Mr Eddie Dick

The messages in the media could also be

deconstructed using the media triangle,

which is also called the Eddie Dick Triangle.

The Eddie Dick Triangle is a framework that

helps individuals examine media messages.

Each side of the triangle represents

a different perspective of a text and

therefore enriches the analysis or

examination of a text and its messages.

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 messages meanings.

This is how the media

triangle looks like.

There are three sides of the triangle.

On one side is the text on another side.

Is the production and on the

third side is the audience.

The text side encourages students to

consider such qualities as denotation,

that is indication and connotation, that is,

association, codes, values, and commodity.

That is an item that can be bought and sold.

The following questions could be asked.

In what ways does this text tell a story?

Does it connect to a larger story?

What type of category of story is it?

Does it follow a formula?

What codes and conventions are used?

What are the characters like?

Are they realistic?

Are these stereotypes?

Is there an expected running

time for a film or song?

Are there any copyright or trademarks

used to protect certain words or products?

How do the characters relate to each

other in terms of power, age, gender

Race and class?

What are the values and ideology

of the characters and to what

extent do I share these beliefs?

These are the questions that you can ask.

The other side is the audience.

The audience side encourages

students to consider the audience's

role in creating meaning,

and includes such qualities as culture,

gender, and psychology.

The following questions could be asked.

How does this text appeal to me?

What things do I like and dislike?

Who is the intended target audience?

How and why does this text

appeal to its audience?

In what different ways do people

use or consume this text?

How could I change the text

to make it more enjoyable?

The production side encourages

students to consider production

practices and regulations,

such as distribution,

ownership, codes and practices in the creation

of media messages and their meanings.

The following questions could be asked.

Where does this text come from?

Who created it? Who owns it?

How is this text distributed or

sold to the public? Who profits?

How was the text made?

What production techniques were used?

What rules and laws affect this text

and how could I produce a similar text?

The answers to these questions

will help us to deconstruct and

understand the messages in the media.

Thus the media triangle also helps
us to deconstruct the media texts.

These are the references some of
them are also given in the syllabus.

You can refer to them for an
additional information about
this unit and this module.

Thank you.