

A Media Triangle

AUDIENCE

Demographics

- Age
- Class
- Culture/ Subculture
- Education
- Gender
- Race/ Ethnicity
- Regional/ Geographic

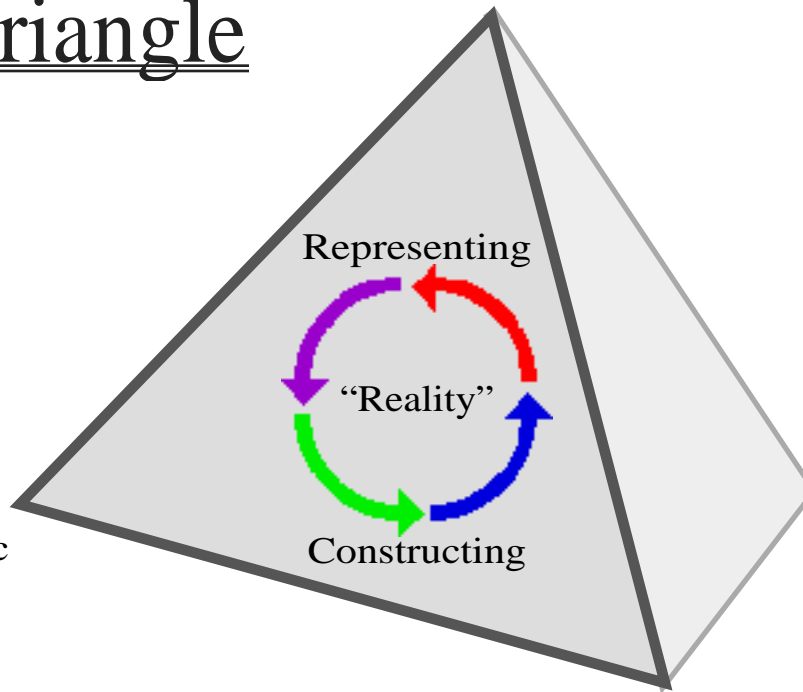
Creating Meaning

◇ Private

- Knowledge/ Skills (reading/ decoding)
- Participation
- Pleasure
- Politics
- Social Function/ Context of Viewing
- Values

◇ Public

- Choice vs. Variety
- Culture Jamming
- Media Environment
- Public Mood/ Trends
- Values & Ideology



PRODUCTION

- Access
- Commodity
- Distribution
- Financing
- Marketing
- Ownership
- Product Placement
- Production Practices
- Regulation/ Legality
- Technology
- Workers

TEXT

Classification

Medium
Form
Genre
Conventions

Reading Meaning

- Codes
- Composition
- Intertexts
- Narrative
- Subtext