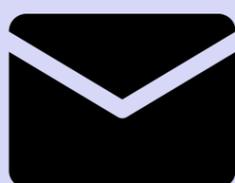


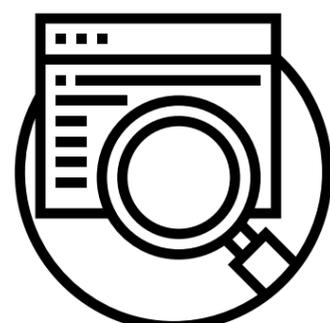
Decoding Media Messages



The process of analysing and evaluating the messages conveyed by various forms of media is Media Decoding. This skill is much needed in today's digitally mediated world.

Source of the message

The first step is to find out the source. Knowing who is responsible for the content can reveal their true intent, as well as any possible bias. If you can't find the source, follow the links or check the legal disclaimers.



Is it trying to grab your attention?

Creators can use a variety of techniques to capture the audience's attention, and often design a message to appeal to a specific audience.

Remember: even if you value the message, try to stay critical.

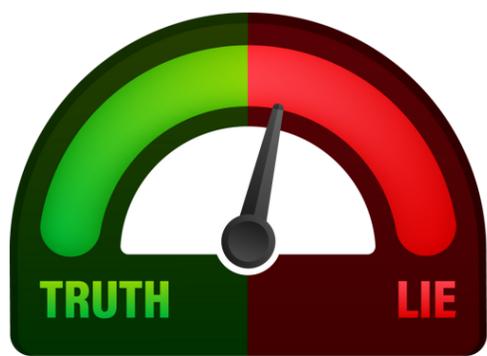


Message Interpretations

Subtext is the implicit part of a message. It is inferred by the message rather than directly seen or heard. We form our opinions from our personal biases, worldviews, and expectations, which can lead people with different perspectives to interpret the same content differently.



Is the message true?



The message may be withheld or exaggerated. Check your sources and their references, look for more information on the subject.

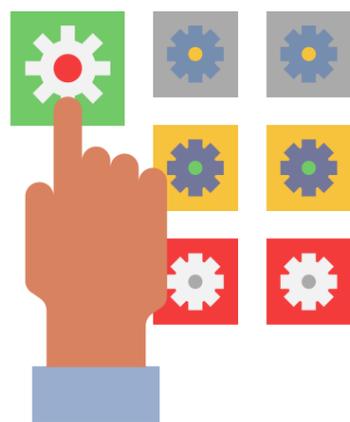
Deconstructing media messages is a critical skill in our media-saturated society because it allows you to cut through the noise and come to your own decisions.

Photoshop

Always keep a critical eye for images. Photo-manipulation is real and it is very easy to make major changes to a photograph using software. This is why one should always have a critical eye on images on social media.



Persuasive language



Persuasive language can be used to gain your trust to get you clicks or sales from the audience. It is important to use the above steps to reflect on whether or not you are being tempted by an engaging and compelling language. This can be used through telling a 'personal story', flattery, adapting language to the target group, among other techniques.