



Team  
Media Literacy

*Developing healthy evaluators, not just passive consumers of mass media!*

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## **Media Deconstruction Worksheet**

Media Ad Title: \_\_\_\_\_

Group Members:

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1. **Who paid for the media? Why?**

2. **Who is being targeted?**

3. **What is the text of the message? What is the subtext?**

4. **What kind of lifestyle is presented? Is it glamorized? How?**

5. What values are expressed?

6. What tools or techniques of persuasion are used?

7. In what ways is this a healthy and/or unhealthy Media message?

8. What stories are not being told in this piece of media?