

Analysing a Media Text



Choose a media text e.g. a newspaper or magazine article or an advert with a significant amount of writing in it. You will find it easier to analyse a printed media text rather than one you have seen on the television or radio because you will be able to refer to it again and again.

Write an analysis of this text.

You should comment on:

- Layout and presentation
- Structure
- Language
- Who you think might be the target audience for this text and what makes you think this
- The aims/ purpose of the text
- How effective you think it is
- Why you chose this text
- Anything else you find interesting about it

You don't need sub-headings in your work just begin a new paragraph with each new topic.

Your analysis should be at least ½ to 1 side of A4 paper.

Hand your media text in with your own work.

Your teacher may suggest that you discuss a media text in a speech as well as, or instead of, your written analysis. If you do a speech then you will be able to refer to notes but NOT read from them.