

Deconstructing yourself

The term **deconstruction** describes the process of analysing a **text** to understand the different meanings, and how they are understood by the audiences for that text. This means emphasis is put on the viewer/listener/reader. The term **reader** can be anyone who makes sense of a **text** and the term **text** applies not only to print but also to music, photography or moving image.

It is important to separate our own involvement as consumers of media from our analysis as students of media. A good introductory task is to recognise what sort of media consumers we are.

Firstly complete the grid below, ticking the column which most applies to you for each of the media activities:

Per week	Up to 1hr	1hr – 2hrs	2hrs – 5hrs	Over 5hrs (how many?)
Watching television programmes				
Reading newspapers				
Watching films at the cinema				
Listening to radio				
Going to the theatre				
Listening to CDs				
Reading magazines				
Watching films on DVD/Video				
Watching films on TV				

Next, in the first column of the table below, rank the types of programme according to how often you watch them – (1) will be the most frequent.

In the 2nd column indicate how you view them – A for 'alone', B for 'with other people but still fully engaged', C for 'alone but with programme on whilst doing other things' and D for 'with others while talking and doing other things'.

Programme type	Viewing frequency 1-14	Viewing context A - D
News/ News programmes		
Soap opera		
Documentary (all kinds)		
Sitcom		
Comedy shows		
Quiz shows		
Game shows		
Chat shows/discussion		
Music programmes		
TV Drama		
Programmes about sport/ sports coverage		
Adaptations of novels/plays		
OTHER (Please state		

Now compare your answers to the 2nd table with at least **two** other students. If the results are different, what might explain this?