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| Analyzing Editorials and Editorial Cartoons (Media strand)  /10  1. What news story is depicted in the image? (W,W,W,W,W,H) Research online if need be. ( /2)  2. How does your image use colour, line, content, words to illicit a reaction (perhaps emotional or intellectual) in the viewer? (/2)  3. Describe the target audience? How do you know this is the audience? (/2)  4. What or who is being criticized?  How do you know?  (/2)   5. What is NOT being said?  In other words, how is it more complicated than it appears? Again, research the issue if need be. (/2)  **Preferred/Negotiated/Oppositional Readings**  **Preferred Reading** – This is when audiences respond to the product the way media producers (author/ director/ artist/ anchor/ etc) want/expect them to.  **Negotiated Reading** – This is when a member of the audience partly agrees with part of the product, but disagrees with another part.  **Oppositional Reading** – This is when the audience are in complete disagreement with the product’s message or setting.   1) Articulate the artist’s opinion (the theme).  /2    2) Explain how you inferred that this is their theme.  Provide evidence (2) and explanation? (2) = ( /4)  3) Explain if your reading is **oppositional, negotiated, or preferred** and **explain with two specific references** to your life AND/OR previous knowledge why you felt this way. (/4) |

