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| Analyzing Editorials and Editorial Cartoons (Media strand)/101. 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).  /22) 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) |

