

Name: _____

MEDIA TEXT EVALUATION SHEET

TITLE OF MEDIA TEXT: _____

TYPE OF MEDIA TEXT: _____

PURPOSE AND AUDIENCE

Purpose (circle 1 of the three)	Audience
Inform Persuade Entertain	

MESSAGES

Explicit Messages (Directly Stated Messages)	Implicit Messages (Hidden/Indirectly stated Messages)

METHODS USED

What catches your eye first?

What choices were made in producing this media text? (note: not all listed below is relevant to the media)

Colour

Music

Fonts

Camera angles

Special Effects

Sound Effects

Cropping of the images

What is the intended effect of the methods used on the media text?

How does the media text want the audience to feel?

EFFECTIVENESS

Is the media text effective in presenting its purpose and message to the reader? Explain?