Name _____

Date _____

Deconstructing Texts
Identifying the elements of the text
that enable us to make meaning

Message:

What is the message?
What are some possible meanings of this
text? Are there more than one?

Audience:

Who is the intended audience?
How can I tell? What clues are there?

Modes:

How was this put together?
Visual, written, audio, video?

Codes and Conventions:

**How were different features of
language used?** choice of words, tone,
perspective, metaphors, etc.?

Purpose:

Why was this message made?
To entertain, persuade, inform, promote?