

**History**

**Analysis**

**Culture**

# ABAR Media Triangle

**Text**

How are power relations represented?  
Are significant points of view omitted?  
Is there a hierarchy of narratives?  
Does this text represent multiple social and cultural points of view?  
What perspectives and ways of knowing are present?  
Which are missing?  
How are they positioned against dominant knowledge systems?  
Whose values are promoted?  
What values are promoted?  
Whose codes and conventions are presented?  
How/where is intertextuality used?

**Audience**

Who is the intended audience?  
How might unintended audiences respond?  
Who is sharing it?  
Who is responding? How?  
Are my values represented? Why or why not?  
Who would you definitely NOT share this text with? Why?  
How might audiences of different ethnicities, cultures, genders, abilities, classes respond to, use and consume it (appropriation)?  
What social function does this text serve?



**Production**

Who produced, and who owns this text?  
Why might this text have been produced?  
Who benefits from the production? Is it exploitative?  
Which issues of copyright and control apply to this text?

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