

History

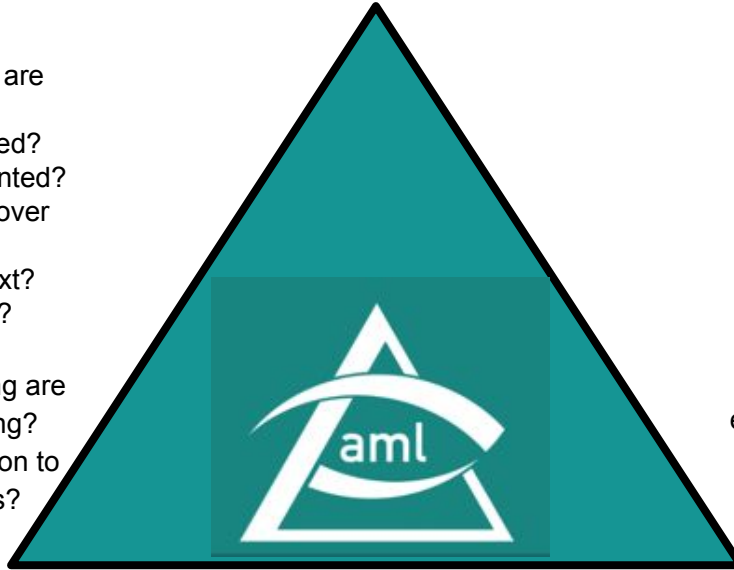
Analysis

Culture

ABAR Media Triangle

Text

Whose codes and conventions are used?
How/where is intertextuality used?
How are power relations represented?
Are some narratives privileged over others?
Which ideologies inform the text?
Whose values are promoted?
Whose social and cultural perspectives and ways of knowing are represented? Which are missing?
How are they positioned in relation to dominant knowledge systems?
Who benefits from this perspective?



Audience

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

Production

Who produced/shared, and who owns this text?
Why might this text have been produced/shared?
Who benefits from the production/sharing?
Which issues of intellectual property/copyright and control apply to this text?

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