

# Media

# Madness!



TO: Max McLoon <max@maxmcloon.com>  
FROM: Dominic Ali <dom@domali.com>  
SUBJECT: The Big Six to the Rescue

Welcome to *Media Madness*, Max. Freaked out by all these media?  
Don't be! Just ask yourself the Big Six:

1. Who created this message and why are they sending it?
2. Who is the target audience and how is the message tailored to them?
3. How does this message get your attention?
4. What values and lifestyles are shown?
5. How might other people read this message differently?
6. What's missing from this message that might be important to know?

In short, question everything!

See you later,

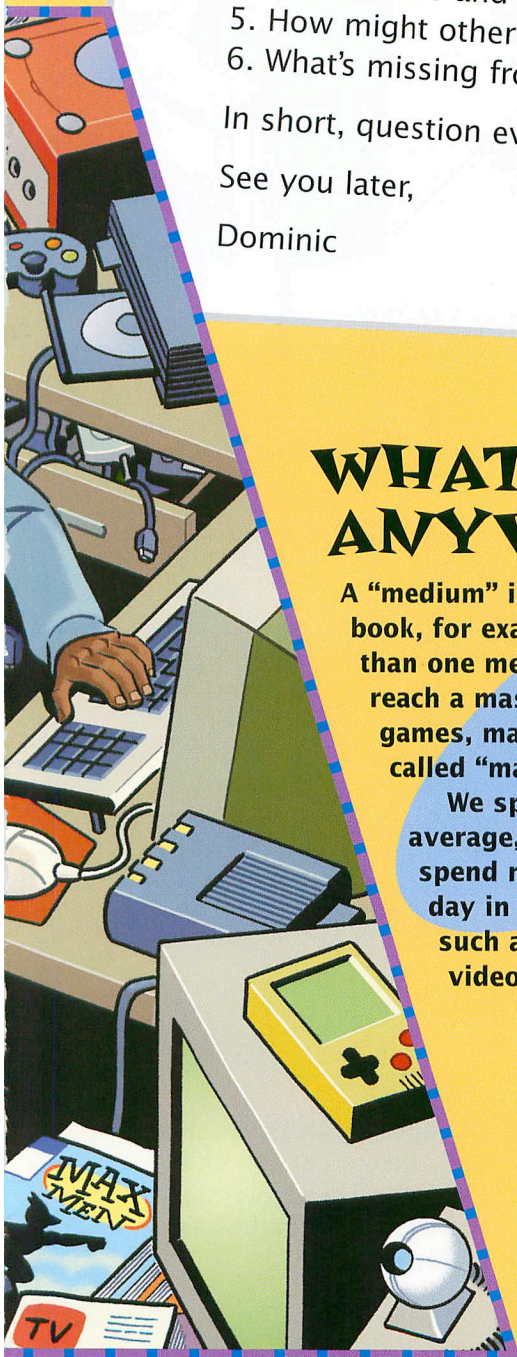
Dominic

## WHAT'S "MEDIA" ANYWAY?

A "medium" is a method of communication. This book, for example, is a medium. If you have more than one medium, you've got "media." Media that reach a massive audience — TV, radio, video games, magazines and newspapers — are called "mass media."

We spend a lot of time with media. On average, kids aged two to seventeen spend nearly four and a half hours a day in front of electronic screens, such as televisions, computers and video games.

*Four and a half hours?  
That's more time than I  
spend with my parents!*



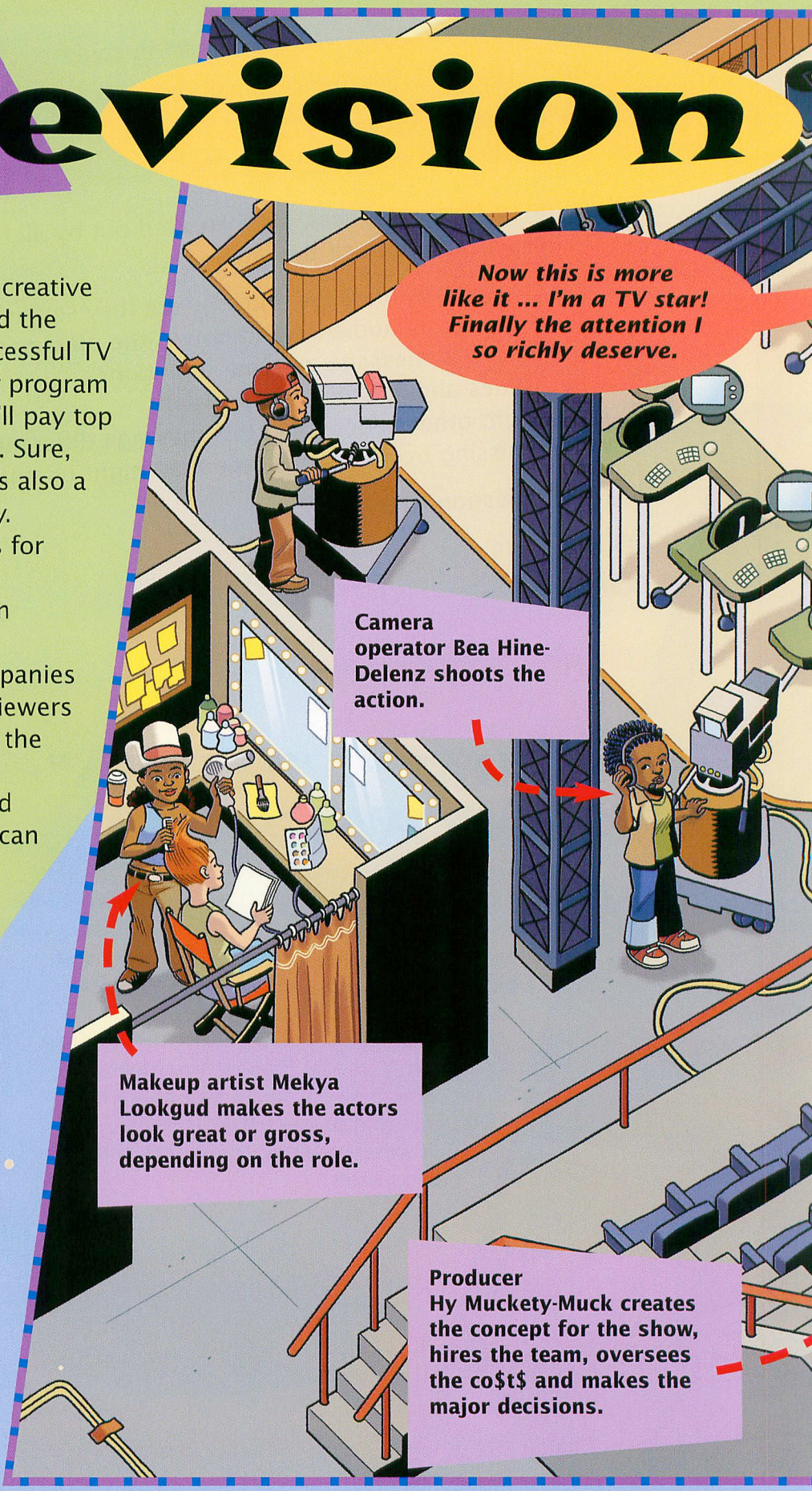
# T**elevision**

**I**t takes a lot of smart, creative people working behind the scenes to make a successful TV show. They want their program to attract lots of advertisers who'll pay top dollar to sell products to viewers. Sure, TV entertains and informs, but it's also a business that has to make money.

Advertisers pay broadcasters for time to show their commercials. Programs are free to viewers — in exchange for watching ads.

That's where TV ratings companies come in. They track how many viewers are watching a program and use the numbers to rate the show. Large audiences mean high ratings, and high ratings mean higher prices can be charged for ad time.

TV shows live and die by ratings. If a show doesn't attract enough viewers, it's canceled to make room for one that will. Bu-bye!



*Now this is more like it ... I'm a TV star! Finally the attention I so richly deserve.*

**Camera operator Bea Hine-Delenz shoots the action.**

**Makeup artist Mekya Lookgud makes the actors look great or gross, depending on the role.**

**Producer Hy Muckety-Muck creates the concept for the show, hires the team, oversees the co\$t\$ and makes the major decisions.**

Actors  
Max McLoon  
and Honeybee  
Chunkalunks  
perform their roles.

Wardrobe designers  
C. Quinn and Virginia  
Wool create or select  
the actors' costumes.

Technical  
director Knobby Turner  
follows the director's  
commands for camera cuts,  
effects and graphics.

Director  
Bossa DeSett guides the  
action from start to finish,  
selects the camera shots and  
lighting, instructs the actors  
and supervises the editing.

Writer  
Lotta Taiping creates the  
script, which describes  
every scene, including  
what the actors say.

Lighting  
director Hal  
O'Jenn lights  
the set.

**The Fine Print:** After the show is recorded, an editor cuts the videotaped footage to about twenty-two minutes — the average length of a thirty-minute sitcom without ads.