

# Close Reading of Media Texts

Media educator Frank W. Baker conducts workshops for educators (and students) around close reading of media texts. For more information about his workshops, go [here](#). [Contact him](#) for specifics. Coming this fall, Frank's latest book "[Close Reading The Media](#)" will be published by Routledge in a collaboration with MiddleWeb. Return to the [Media Literacy Clearinghouse](#) for additional resources and ideas.

## **INTRODUCTION**

It's been my experience that most educators understand how to teach "close reading " as it applies to print, but many have not had the same training nor experience when it comes to teaching "media texts." That's why I created this web resource. It is designed to provide guidance, suggestions and resources for helping you to teach students how to analyze the techniques used by media makers, so that their experience with media is a richer, more rewarding one. In many ways, when we do this, we are turning them away from being passive viewers, and turning them toward becoming more active (critical) viewers.

## **EXPLANATIONS/DEFINITIONS**

"When close reading a media text, you deconstruct (take part) the text by analyzing the way different elements are used to create meaning. In order to close read a text, it is necessary to understand the particular [media language](#) used. Media language encompasses all the ways in which media text is constructed to communicate with an audience through verbal, visual, aural language ( e.g. lighting, layout, shots, typography, images, sound)." ([Source](#))

## **ESSAYS BY FRANK W. BAKER**

[Close Reading and What It Means for Media Literacy](#) (1 of 4)

[Close Reading: Visual Literacy Through Photography](#) (2 of 4)

[Close Reading Of Ads Promotes Critical Thinking \(3 of 4\)](#)

[Close Reading: The Language of Film \(4 of 4\)](#)

[Teaching Visual & Media Literacy With Popular Magazines](#)

[Close Reading of News, Ads & Websites](#)

[New Literacies & The Common Core – By William Kist](#)

[Close Reading With Media](#)

[Close Reading/Media Studies \(New Zealand\)](#)

[How to Conduct A Close Analysis of A Media Text \(CML\)](#)

 <p>“we can learn to read images the same way we learn to read words: through experience, exposure and practice”</p>								
<p><b>Visual Literacy</b></p> <p><b>Magazines:</b></p> <p><a href="#">Compare &amp; Contrast Magazine Covers</a></p> <p><a href="#">How To Read A Magazine</a></p> <p><b>Photography:</b></p> <p><a href="#">Engaging Students With Primary Sources (pg 24 Photographs)</a></p> <p><a href="#">Basic Strategies in Reading Photographs</a></p> <p><a href="#">Close Reading A Photograph Is Seeing Believing? (digital manipulation of images)</a></p> <p><a href="#">Visual Literacy for the 21st Century Digital Age</a></p> <p><a href="#">Close Reading + Visual Literacy= Pathways to Understanding</a></p> <p><a href="#">Close Reading Photos (Lesson Plan)</a></p>	<p><b>Advertising</b></p> <table border="1"> <thead> <tr> <th>Print</th> <th>Non-print</th> </tr> </thead> <tbody> <tr> <td><a href="#">Analyzing Tobacco Ads</a></td> <td><a href="#">Deconstructing A TV Commercial</a></td> </tr> <tr> <td><a href="#">Close Reading: Understanding the Appeals</a></td> <td><a href="#">Buy Me That: Toy Commercials</a></td> </tr> </tbody> </table> <p><a href="#">Selling Sleeping Pills: Close Reading &amp; Common Core</a></p> <p><a href="#">Close reading of ads: a how to guide</a></p> <p><a href="#">Close reading visual texts (video)</a></p> <p><a href="#">Media Literacy &amp; Rhetorical Analysis With Ads (Lessons)</a></p>	Print	Non-print	<a href="#">Analyzing Tobacco Ads</a>	<a href="#">Deconstructing A TV Commercial</a>	<a href="#">Close Reading: Understanding the Appeals</a>	<a href="#">Buy Me That: Toy Commercials</a>	<p><b>Film</b></p> <p><a href="#">The Language of Film</a></p> <p><a href="#">Close Reading: Film Trailers</a></p> <p><a href="#">To Kill A Mockingbird (film study guide)</a></p> <p><a href="#">Close Reading Film (prezi)</a></p> <p><a href="#">How To Read A Movie (Roger Ebert)</a></p> <p><a href="#">8 Compelling Docs to Teach Close Reading/Critical Thinking (NYT)</a></p> <p>Handout: <a href="#">How to Read A Film Analyzing Scenes in Film &amp; Literature (NYT)</a></p> <p><a href="#">Techniques Filmmakers Use</a></p>
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## Music

[Close Reading One Direction’s Music Video](#)

[Close Reading of Pop Music](#)

## **Other Resources/Lesson Plans**

[Organizer for Close Reading of Multimedia Texts](#)

[Elements of Multimedia Composition Descriptors](#)

[Close Reading Lesson Plans](#) (Web English Teacher)