

---

General Tracks

---

**TRACKS**                      **Describes Interpretive Media Analysis with Research**  
**Question That Asks, In General:**

---

**Semiological**                      How might various elements of media content be created and/or structured to convey meaning?

Example:                      How is music used to convey meaning in the television series *Northern Exposure*?

---

**Rhetorical**                      How might media messages be created and/or structured to result in audience influence?

Example:                      What were the persuasive strategies used in Clinton's 1994 campaign commercials?

---

**Aesthetic**                      How might media messages be made palatable, entertaining, artistic or attractive?

Example:                      What innovative approaches to humor are found in MBC Televisions?

---

**Audience-Centered**                      How might media messages be interpreted and/or used by audiences?

Example:                      How might magazine ads with explicit sexual content be interpreted differently by readers of different genders and age groups?

---

**Social/Historical**                      In what ways might media, media artifacts, institutions, and/or policies reflect, reinforce, and/or shape social values, human behavior, and/or social institutions?

Example:                      How might celebrity endorsements in advertising breed or reinforce greed and materialism in children?

---

**Ethical**                      How might media, media artifacts, institutions, and/or policies serve the best interests of media publics?

Example:                      Does the Internet threaten the right to privacy?

---

**Pragmatic**                      How might media, media artifacts, institutions, and/or policies function to attain goals specific to a given professional role?

Example:                      How should a public relations professional utilize the media in the first 24 hours after a crisis involving his/her client erupts?

---