

What's Between the Lines: "Text and Subtext"

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Commented [KLW1]: Make sure to use the updated APA format as listed in your schedule.

What's Between the Lines: "Text and Subtext"

The New Mexico Literacy Project points out a number of things to look for when analyzing media artifacts in their article "Text & Subtext." Of course, the first place to start is by looking at the text, which they point out is not just written words, but also can include "written or spoken words, pictures, graphics, moving images, sounds, and the arrangement or sequence of all of these elements" (New Mexico Literacy Project, n.d., p. 1). In order to really analyze anything, they say we need to really look at all of the details. They also point out that we need to look at subtexts as well. They define those as "your interpretation of a piece of media" and go on to say, "While media makers (especially advertisers) often create texts that suggest certain subtexts, each person creates their own subtext (interpretation) based on their previous experiences, knowledge, opinions, attitudes and values" (New Mexico Literacy Project, n.d., p. 1). They give a number of questions that readers can use to help figure out the subtext and then they give an example of looking at both the text and subtext in a print ad.

One of the key things that stands out when thinking about subtext is that it will be different for each person, but there are still major things that "media makers (especially advertisers) often create texts that suggest certain subtexts" (New Mexico Literacy Project, n.d., p. 1). That is true with very simple advertising techniques like using sex to sell things. They seem very obvious and while we might be amused or drawn in by them, if we stop and think about it, we know what they are doing. Te harder things to be conscious of are some of the emotional appeals. For example, many people are gullible for anything to do with cute animals or ads that are more inclusive of different people. Sometimes we fall for those kinds of ads and

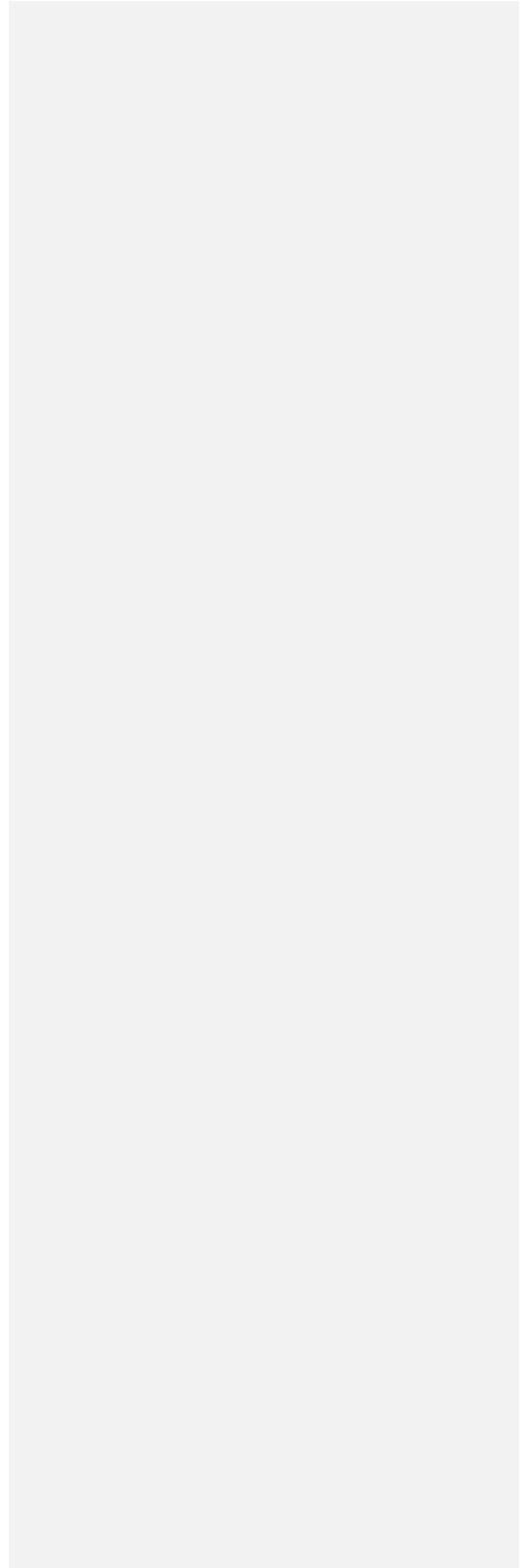
Commented [KLW2]: Give the author's name, the title and type of work.

Review ["How to Write a Summary."](#)

Commented [KLW3]: Remember you need to use at least one quote and use in-text citation. Review that in [Writing down the Basics](#) or on the [Citation Handout for the Media Analysis Essay](#).

Commented [KLW4]: After the summary, develop a second paragraph where you talk about what stood out most for you, what examples of any of these things you see in our world today, or anything you see differently. Explain and give examples.

don't think about how the company is using that to make us feel better about them and through that, their product.



Reference

New Mexico Literacy Project. (n.d.). *Text & subtext*. kelli dot ninja.

http://kelli.ninja/1301/e3/nmlp/Text_Subtext.pdf

Commented [KLW5]: Cite your source on the Reference page. While most of our sources are websites or documents on websites, some are magazine or journal articles. Review the video lesson, "[It's Not all Websites: Identifying Sources on the Internet.](#)"