

Guiding Questions when preparing communication materials

Gender Roles

- What are men and women doing in photos used?
- What is their role, job, social class, and age?
- How would a member of the audience recognize this? Which elements would they point to in order to explain their answers?

Ethnicity and cultural practices

- How are various ethnic groups represented, and does this send the intended message to the audience?
- Do the characters have a cultural significance to the target audience, and, if so, is this good or bad?
- What language and dialect do the characters use to communicate, and do they align with the audience's preferences?
- How would a member of the target audience perceive this? Which elements would they point to in order to explain their answers?

The Relationships Between People in the Communications

- What kinds of relationships are on display, including romantic, professional, and familial?
- Who is portrayed most positively?
- Who is portrayed as a decision maker?
- How would a member of the target audience perceive this? Which elements would they point to in order to explain their answers?

Types of Work and Play

- Are the characters at work or at play?
- What kind of work are they doing?
- Where does this work position them in the social hierarchy?
- How would a member of the audience recognize this? Which elements would they point to in order to explain their answers?

Religion

- What religion are the characters?
- How faithful are they?
- Is that faith portrayed positively or negatively, and how is this implied?
- How would a member of the audience recognize this? Which elements would they point to in order to explain their answers?

Settings, Costumes, and Props

Are these elements harmonious or disruptive to the characters as defined by their other symbolic roles?