

Barthes: worksheet

1.4 apply it: How do set texts construct ideological meanings?

Use the following questions to help you identify the ideological subtexts of set text products:

Vocab tip:
Naturalisation refers to the way that the media makes certain ideas appear natural or common sense

hint questions		analysis of set text
Naturalisation effects	In what ways does the set text present key ideas, values or behaviours as common sense or the norm?	
Simplification effects	In what ways does the text create appeal for those ideas through a simplistic presentation? How does that simplicity discourage audiences to question those ideas?	
Reinforcement of existing power structures	Who has power within the set text? How does that power mirror real world power?	

Revise it:
chapter 1
page 11-12