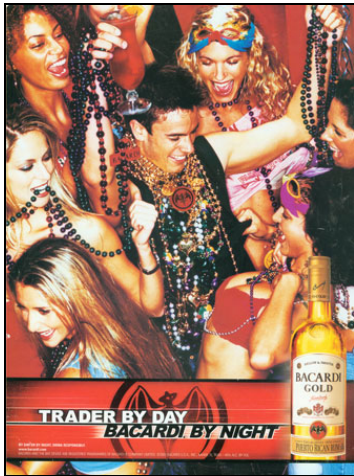


# How We Interpret Media Messages



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**Behaviour Choices**

When we get messages from the media, we receive them two ways: logically and emotionally.

Our **logical side** asks "is this message realistic?" and "is this message correct?"

Our **emotional side** asks "do I like what this message is telling me?"

Over time, as we are exposed to the same message again and again, we **internalize** or **reject** the message by asking "Do I **want** to be like this?"

We make this decision based on our logical thinking, as well as our emotional feelings.

Researchers have found that our emotional feelings may override our more sensible, logical side.

Whether or not we let ourselves be influenced by a media message depends on our thoughts, our feelings and our **expectations** about the behaviour being promoted. In other words, we consider "what will happen if I imitate what the people in this ad are doing?"

If you have decided to accept a message, it's likely that you will consider positive consequences. If you are leaning towards rejecting a message, you are more likely to consider the negative consequences.



or

