

# STORY, AUDIENCE, MESSAGE, STYLE (SAMS)

When watching media, it helps to have a shared language that you can use to understand and critique the work. This “SAMS” (Story, Audience, Message, Style) sheet can help you discuss key points about the media with each other.

## STORY

What is the story?

What has changed from the beginning of the story?

## AUDIENCE

Who is the audience for this piece?

What in the piece tells you that it was created for this audience?

## MESSAGE

What is the message of this piece? Is there more than one message? If so, what are the additional messages?

## STYLE

Comment on the style of this piece. How would you describe this piece? Is it fiction or non-fiction? Is it poetic? Is it a personal story?

What are the techniques the artists used to convey their message? Did they use interviews, text, performance, music etc.?

How is the quality of the audio and/or visuals? Are they clear? Is the sound at a good volume? Are there objects or sounds that are distracting?

How do the audio and/or visuals contribute to the message and the story?