

**CONGRATULATIONS OF THE PURCHASE OF YOUR BRAND  
NEW**



**THIS TREE WAS CREATED TO HELP YOU, AS A STUDENT, BETTER UNDERSTAND WHAT AFFECTS YOUR VIEW OF MEDIUMS.**

**HOW TO UNRAVEL THE MYSTERIES OF MEDIA:**

**--- STEP 1 ---**

To find out why YOU view media the way you do, unravel the brown paper that covers the roots of the tree. Under this layer you will find paper with text on it. Choose one root and find the green dot. Pull the tape and unravel the paper with text. Each root will reveal a different institution that helps form your views on media.

**--- STEP 2 ---**

Next, you'll learn what the standard accepted definition of "MEDIA" is. Read the definition located on the top of the disk that sits just above the roots. Feel free to also look at how this definition has been used over time. You can find this information on the reverse side of the disk.

**--- STEP 3 ---**

Certain people have a lot of control on the output of media. To find out who they are, unravel the brown paper that covers the trunk. Locate the green dot and unravel the mystery of who these people are.

**--- STEP 4 ---**

Finally, take a look at various mediums. Travel through time as you see how mediums have changed over time and how they come to define certain people.

