

Key Questions for Media Literacy

The [National Association for Media Literacy Education](#) (NAMLE) defines media literacy as “the ability to access, analyze, evaluate, create, and act using all forms of communication.”

Here are some of the questions they suggest students ask as they consume media – whether a New York Times article, an advertisement, a meme on social media, or anything else.

How could you apply them to the Times or Learning Network piece you are working with today?

Key Questions to ask when ANALYZING media messages:

- Who made this?
- When was it made?
- Who paid for this?
- What does this tell me about this topic?
- What are the sources of information?
- What is left out that might be important to know?
- What techniques are used and why?
- How do the techniques communicate the message?

Key Questions to ask when EVALUATING media messages:

- How credible is this and how do I know?
- Is this fact, opinion, or something else?
- Can I trust this source to tell me the truth about this topic?
- Who might benefit from this message? Who might be harmed by it?
- How does this make me feel and how do my emotions influence my interpretation of this?
- How might different people understand this message differently?
- Is this message good for me or people like me?

Key Questions to ask when ACTING on media messages:

- What actions might I take in response to this message?
- How might I participate productively?
- What do I do with this information?
- How do I get other people to act based on what I created?