

Questioning media messages

Media messages need to be questioned. Questioning will help you separate good from the bad messages. Here are some questions you can ask before consuming media messages.

| | |
|-----------------|---|
| Author | Who made this message? |
| Purpose | Why was this made? Who is the target audience (and how do you know)? |
| Money | Who paid for this? |
| Impact | Who might benefit from this message? Who might be harmed by it? Why might this message matter to me? |
| Response | What kinds of actions might I take in response to this message? |

Adapted from:

National Association of Media Literacy Education. 2008. Core Principles of Media Literacy Education. Retrieved July 1, 2010, from <http://www.amlainfo.org/core-principles>

| | |
|------------------------|--|
| Content | <p>What is this about (and what makes you think that)?</p> <p>What ideas, values, information, and/or points of view are overt?</p> <p>Implied?</p> <p>What is left out of this message that might be important to know?</p> |
| Techniques | <p>What techniques are used?</p> <p>Why were those techniques used? How do they communicate the message?</p> |
| Interpretations | <p>How might different people understand this message differently?</p> <p>What is my interpretation of this and what do I learn about myself from my reaction or interpretation?</p> |
| Context | <p>Who might benefit from this message? Who might be harmed by it?</p> <p>Why might this message matter to me?</p> |
| Credibility | <p>Is this fact, opinion, or something else?</p> <p>How credible is this (and what makes you think that)?</p> <p>What are the sources of the information, ideas, or assertions?</p> |

Adapted from:

National Association of Media Literacy Education. 2008. Core Principles of Media Literacy Education. Retrieved July 1, 2010, from <http://www.amlainfo.org/core-principles>