

KEY QUESTIONS TO ASK WHEN ANALYZING MEDIA MESSAGES

USING THIS GRID – Media literate people routinely ASK QUESTIONS IN ALL THE CATEGORIES (the middle column) of this grid as they navigate the media world. The specific questions listed here are suggestions; you should adapt or change them to meet your children’s developmental level and your learning goals. Not all questions will apply to every media message, and questions will often have more than one answer. To help children develop the habit of giving evidence-based answers, nearly every question should be followed with a probe for evidence: HOW DO YOU KNOW? or WHAT MAKES YOU THINK THAT? And remember that the ultimate goal is for children to learn to ask these questions for themselves.

AUTHORS & AUDIENCES	AUTHORSHIP	Who made this?
	PURPOSES	Why was this made? What does this want me to do? Who is the target audience? Who are they talking to? or Who is this for?
	ECONOMICS	Who paid for this?
	IMPACT	Who might benefit from this message? Who might be harmed by it? Is this message good for me or people like me? What does the storyteller want me to remember?
	RESPONSE	What actions might I take in response to this message?
MESSAGES & MEANINGS	CONTENT	What does this want me to think (or think about)? What would someone learn from this? What does this tell me about [insert topic]? What ideas, values, information, and/or points of view are overt? Implied? What is left out that might be important to know?
	TECHNIQUES	What techniques are used and why? How do the techniques communicate the message?
	INTERPRETATIONS	How might different people understand this message differently? What is my interpretation and what do I learn about myself from my reaction or interpretation?
REPRESENTATIONS & REALITY	CONTEXT	When was this made? Where or how was it shared with the public?
	CREDIBILITY	Is this fact, opinion, or something else? How credible is this (and how do you know)? What are the sources of the information, ideas, or assertions? Can I trust this source to tell me the truth about this?

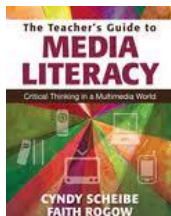
**The purpose of media literacy education is
to provide people with
the habits of inquiry and skills of expression
they need
to be critical thinkers, effective communicators,
and active citizens in today's world.**

National Association for Media Literacy Education



MEDIA LITERACY CAPABILITIES

ACCESS	Having physical access to up-to-date media technologies & high quality content and tools; Knowing how to use those tools effectively
UNDERSTANDING	Comprehending basic, explicit messages from media sources as a precursor to being able to ask critical questions
AWARENESS	Paying attention enough to notice the presence of media messages and their role in one's life
ANALYSIS	Decoding media messages in order to think critically and independently about them
EVALUATION	Making informed, reasoned judgments about the value or utility of media for specific purposes
CREATION	Making media messages for particular purposes using multiple media formats
REFLECTION	Contemplating how personal experiences and values influence reactions to and production of media messages; assessing the full range of potential effects of one's production choices on oneself and others
PARTICIPATION	Initiating or joining in collaborative activities that are enabled by interactive media technologies



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