

KEY QUESTIONS TO ASK WHEN ANALYZING MEDIA MESSAGES



Alliance for a Media Literate America www.amlainfo.org

AUDIENCE & AUTHORSHIP

AUTHORSHIP

Who made this message?

PURPOSE

Why was this made?

Who is the target audience (and how do I know)?

ECONOMICS

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?

MESSAGES & MEANINGS

CONTENT

What is this about (and what makes me think that)?

What ideas, values, information, and/or points of view are overt? Implied?

What is left out of this message that might be important to know?

TECHNIQUES

What techniques are used?

Why were those techniques used?

How do they communicate the message?

INTER-PRETATIONS

How might different people understand this message differently?

What is my interpretation of this message?

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?

Is this fact, opinion, or something else?

CREDIBILITY

How credible is this (and what makes me think that)?

What are the sources of the information, ideas, or assertions?