

Students Resource

Questions To Ask About Media Messages

"At the heart of media literacy is the principle of inquiry." Elizabeth Thoman, *Skills & Strategies for Media Literacy*

1. Who is the producer/storyteller of the message?
2. What is their purpose/motive/agenda? (to inform, to persuade, to education, to call to action, to entertain, to shock)
3. What does the message say? How does it say it?
4. What format/medium does the producer use?
5. What are the advantages of the format/medium?
6. What methods/techniques does the producer use to make the message attractive/believable?
7. What lifestyle is portrayed in the message?
8. Who makes money or benefits from the message?
9. Who/what is left out of the message?
10. Whose interests are served by telling/showing the message in a particular way?
11. Do you agree with the message?
12. How might different people interpret the message differently?
13. What can you do with the information you have obtained from the message?

Source: Some of the above is derived from a curriculum entitled KNOW TV and from previously published works.