

## KEY QUESTIONS TO ASK WHEN ANALYZING MEDIA MESSAGES

*Project Look Sharp ([www.projectlooksharp.org](http://www.projectlooksharp.org))  
Alliance for a Media Literate America ([www.amlainfo.org](http://www.amlainfo.org))*

<b>AUDIENCE &amp; AUTHORSHIP</b>	<b>AUTHORSHIP</b>	Who made this message?
	<b>PURPOSE</b>	Why was this made?
		Who is the target audience (and how do you know)?
	<b>ECONOMICS</b>	Who paid for this?
	<b>IMPACT</b>	Who might benefit from this message? Who might be harmed by it?
Why might this message matter to me?		
<b>MESSAGES &amp; MEANINGS</b>	<b>CONTENT</b>	What is this about (and what makes you 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?
<b>TECHNIQUES</b>	What techniques are used?	
	Why were those techniques used? How do they communicate the message?	
<b>INTER- PRETATIONS</b>	How might different people understand this message differently?	
	What is my interpretation of this and what do I learn about myself from my reaction or interpretation?	
<b>REPRESENTATIONS &amp; REALITY</b>	<b>CONTEXT</b>	When was this made?
		Where or how was it shared with the public?
	<b>CREDIBILITY</b>	Is this fact, opinion, or something else?
How credible is this (and what makes you think that)?  What are the sources of the information, ideas, or assertions?		