

# DEVELOPING HABITS OF INQUIRY

## KEY QUESTIONS TO ASK WHEN ANALYZING MEDIA MESSAGES

### AUTHORSHIP

Who made this?

### PURPOSES

Why was this made?

Who is their target audience?

What do they want me to do?

What do they want me to think (or think about)?

### CONTENT

What are the messages about \_\_\_?

What ideas, values, and information are overt? Implied?

What is left out that might be important to know?

How does this compare/contrast to other media messages on this topic?

### TECHNIQUES

What techniques are used to communicate the messages?

How effective are those techniques? What are their strengths and weaknesses?

Why might they have chosen to use those techniques?

### CONTEXT

When was this created?

Where and how was it shared with the public?

What aspects of cultural context are relevant to consider?

### ECONOMICS

Who paid for this?

Who might make money from this?

### CREDIBILITY

Is this fact, opinion, or something else?

How credible is the information?

What are the sources of the ideas or assertions?

Is this a trustworthy source about this particular topic?

### EFFECTS

Who might benefit from this message?

Who might be harmed by it?

Whose voices are represented or privileged?

Whose voices are omitted or silenced?

### INTERPRETATIONS

What is my interpretation of this?

How do prior experiences and beliefs shape my interpretation?

What do I learn about myself from my interpretation or reaction?

### RESPONSES

How does this make me feel?

What kinds of actions might I take in response to this?

*And....*

What's my evidence?

Why might that matter?

Why do I think that?

What else do I want (or need) to know?

How could I find that out?

# DEVELOPING HABITS OF REFLECTION

## KEY QUESTIONS TO ASK WHEN CREATING MEDIA MESSAGES

### AUTHORSHIP

Who am I representing in making this?  
Who are my co-creators (if any), and what did we each contribute?

### PURPOSES

Why am I making this? Who is my target audience?  
What do I want people to do as a result of my message?  
What do I want people to think (or think about)?

### CONTENT

What messages and impressions do I want to convey?  
What ideas, values, and information do I want to make explicit? Implied?  
What will I choose to leave out of this message, and why?  
Is my presentation of information and ideas fair?

### TECHNIQUES

What techniques will work best to communicate the messages for this audience, and why?  
Do I have (or need) permission to use this content?

### CONTEXT

Where and how will I share this message with my audience?  
How might cultural context influence the way people interpret my message?

### ECONOMICS

Who is sponsoring or paying for this?  
Who might make money from this?  
How might that affect my message?

### CREDIBILITY

Is the information in this message accurate, and how will the audience know that?  
What sources am I using for information and ideas, and why?

### EFFECTS

Who might benefit from this message?  
Who might be harmed by it?  
Whose voices are represented or privileged? Omitted or silenced?  
What is my responsibility to my audience?

### INTERPRETATIONS

How (and why) might different people interpret this differently?  
What do I learn about myself from my choices in making this?

### RESPONSES

How might people feel after hearing, reading, or viewing this message? What kinds of actions might people take in response to this?

Adapted in 2017 by Project Look Sharp and Faith Rogow from NAMLE's Core Principles for Media Literacy Education 2007 (unpublished). Licensed as a Creative Commons Attribution 4.0 International License (creativecommons.org). Reproduction (with attribution) for educational purposes is encouraged.

© **CREATING SHARP**

**PROJECT  
LOOK  
SHARP**

**InsightersEducation.com**  
*Helping people learn from media and one another.*

**ProjectLookSharp.Org**