

KEY QUESTIONS TO ASK WHEN CREATING MEDIA MESSAGES

DEVELOPING HABITS OF REFLECTION

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?
Why might this message be particularly relevant now?

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