

**KEY QUESTIONS
TO ASK WHEN ANALYZING MEDIA MESSAGES**

*Project Look Sharp (www.projectlooksharp.org)
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 you 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 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?
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 and 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?
	CREDIBILITY	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?		