



Questions to Ask When Evaluating Media



AUTHOR - WHO?

- Who is telling the story?
- Who are the sources by?
- Who is the author and is the message credible?



PURPOSE - WHY?

- Why was the message made?
- Why does the author want the audience to feel or act in a certain way?
- Why did someone pay for the message?



SYMBOLS & TECHNIQUES - WHAT?

What symbols and techniques are used to hook the audience?

What words, visuals, or sounds are used to tell the story?

What is implied (subtext)?

What is not said?



REPRESENTATION - WHOSE?

Whose voice is heard and not heard?
Whose point of view is it and what is it?
Whose values are they and what are their values?
Whose lifestyle is it and what is their lifestyle?



INTERPRETATION - HOW?

- How do different audiences understand and interpret the messages?
- How do our own attitudes, beliefs and experiences shape how we make meaning of media?