



KEY QUESTIONS OF MEDIA LITERACY

- **Who is the author and what is the purpose?**
Who the messenger is can help determine what perspective they are coming from, e.g., tobacco industry versus public health department.
- **What techniques are used to attract and hold your attention?**
What technique(s) is/are being used, e.g., activating strong feelings? What stereotypes, symbols and rhetorical strategies are being used? How is the message packaged and getting to people, and in what form?
- **What lifestyles, values, and points of views are represented?**
What is the message? What is the nature of the information and ideas being expressed? What does the propagandist try to make these words and symbols appear to mean?
- **How might different people interpret the message?**
How are people thinking and feeling about the message? Whose values does it align or contradict? How free are people to accept or reject it?
- **What is omitted from the message?**
Are the solutions too easy or nuanced? Noticing what is not included can help identify the point of view of the message.

Media Education Lab (2018). Mind Over Media: Analyzing Contemporary Propaganda Lesson Plans.
<https://mediaeducationlab.com/curriculum/materials>