KEY QUESTIONS TO ASK WHEN ANALYZING MEDIA MESSAGES
DEVELOPING HABITS OF INQUIRY

**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?
How does this amplify or counteract existing patterns (on the topic, by the author, etc.)?
How does the media form (social media, print, TV, etc.) impact the message?

**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?
How (and why) might different people interpret this differently?

**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?
## 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?
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?