CATEGORIES AND SAMPLE QUESTIONS TO ASK WHEN CREATING MEDIA MESSAGES
DEVELOPING HABITS OF INQUIRY AND REFLECTION

AUTHORSHIP AND PURPOSES

- Why am I making this and who is my target audience?
- Who am I representing or responsible to in making this?
- Who are my co-creators (if any)? What have we each contributed?
- Should I cite or ask permission for any content?
- What do I want people to do, think or feel as a result of my message?

ECONOMICS

- Who is paying for this to be made?
- Who might make money from this and how?
- How might economic factors influence my message?

CONTENT

- What messages do I want to convey?
- What values, ideas and biases will I make explicit or implied?
- What will I leave out of this message, and why?

TECHNIQUES

- What production techniques (audio, images, etc.) will work best to communicate my message for this audience, and why?
- What emotions do I want to evoke and why? How will I do that?
- How may the technology or media form (social media, print, TV, etc.) impact my message?

CONTEXT

- Where, how and with whom will I share this message, and why?
- How might cultural context influence the way people interpret my message?
- How might my message reinforce or counter cultural norms?

CREDIBILITY

- What sources am I using for information and ideas, and why?
- Is the information in this message accurate? How do I know that and and how will the audience know that?

EFFECTS

- What impact might my message have on others or on society?
- Who might my message harm? Who might it benefit?
- What is my responsibility to my audience and to the people I show or name?

INTERPRETATIONS

- How and why might different people interpret this differently?
- How might their experiences and identity shape their interpretations of my message?
- What do I learn about myself from making this?

RESPONSES

- What kinds of actions might people take in response to this?
- What questions do I have about my own creation?

FOLLOW UP WITH...

- How will that affect my production choices or overall message?
- Why does that matter?

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