

Media Literacy

Process Skills

Access

Analyze

Evaluate

Create

Five Key Questions

- 1. Who created this message?**
- 2. What techniques are used to attract my attention?**
- 3. How might different people understand this message differently from me?**
- 4. What lifestyles, values, and points of view are represented in or omitted from this message**
- 5. Why was this message sent?**

Five Core Concept

- 1. All media messages are constructed.**
- 2. Media messages are constructed using a creative language with its own rules.**
- 3. Different people experience the same message differently.**
- 4. Media have embedded values and points of view.**
- 5. Media messages are constructed to gain profit and/or power.**