# Key Questions to Ask When Analyzing Media Messages

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- **Authorship**
  - Who made this message?

- **Purpose**
  - Why was this made?
  - Who is the target audience (and how do you know)?

- **Economics**
  - Who paid for this?

- **Impact**
  - Who might benefit from this message?
  - Who might be harmed by it?
  - Why might this message matter to me?

- **Response**
  - What kinds of actions might I take in response to this message?

**Messages & Meanings**

- **Content**
  - What is this about (and what makes you think that)?
  - What ideas, values, information, and/or points of view are overt? Implied?
  - What is left out of this message that might be important to know?

- **Techniques**
  - What techniques are used?
  - Why were those techniques used?
  - How do they communicate the message?

- **Interpretations**
  - How might different people understand this message differently?
  - What is my interpretation of this and what do I learn about myself from my reaction or interpretation?

**Representations & Reality**

- **Context**
  - When was this made?
  - Where or how was it shared with the public?

- **Credibility**
  - Is this fact, opinion, or something else?
  - How credible is this (and what makes you think that)?
  - What are the sources of the information, ideas, or assertions?