



## KEY QUESTIONS TO ASK WHEN ANALYZING MEDIA MESSAGES

NAMLE

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<b>AUDIENCE &amp; AUTHORSHIP</b>	<b>AUTHORSHIP</b>	Who made this message?
	<b>PURPOSE</b>	Why was this made?
		Who is the target audience (and how do you know)?
	<b>ECONOMICS</b>	Who paid for this?
	<b>IMPACT</b>	Who might benefit from this message? Who might be harmed by it?
Why might this message matter to me?		
<b>RESPONSE</b>	What kinds of actions might I take in response to this message?	
	<b>CONTENT</b>	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?		
<b>TECHNIQUES</b>	What techniques are used?	
	Why were those techniques used? How do they communicate the message?	
	<b>INTERPRETATIONS</b>	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?		
<b>CONTEXT</b>	When was this made?	
	Where or how was it shared with the public?	
	<b>CREDIBILITY</b>	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?		

