



Media Literacy Questions



Questions to help you think carefully about any media you read, watch, listen to, or play. You don't need to ask them all — pick the ones that fit, then use the follow-up questions to go deeper.



Author & Audience

who made this, who it's for, and why

Authorship & Purposes

Who made this?

Why was this made?

What does this make me **think, feel, or want to do**?

Who is the **target audience**?

Who are they talking to? or Who is this for?

Responses

How does this make me feel and **how do my emotions influence my interpretations** of this?

What **questions** do I have about it?

What **further information** do I need to fully understand this? And how do I find it?

What **actions** might I take in response to this?

Will I **share** this? Why/Why not? How? Who?

How might I **participate productively**?

Economics (\$)

Who paid for this?

Who might make money from this and how?



Message & Meaning

what it's saying, how, and what it means

Content

What does this want me to **think** (or think about)?

What would someone **learn** from this?

What ideas, values, information, or points of view are **explicit**? What is **implied**?

What is **left out** that might be important to know?

Techniques

What **techniques** are used and **why**?

How do the techniques **communicate** this message?

Interpretations

How might different people **understand** or **interpret** this message differently?

What is **my interpretation**?

What do I learn about myself from my **reaction** or **interpretation**?



Reality & Representations

how real, accurate, and trustworthy it is

Context

When was this made?

Where or how was it **shared** (with the public)?

What aspects of **historical** or **cultural context** are **relevant** to consider?

How does this **reinforce** or **counter cultural norms**?

How does the **technology** or **media form** **impact the message**?

Credibility

Is this **fact, opinion, or something else** (fiction, satire, etc.)?

What are the **sources** of the information, ideas, or assertions?

Can I **trust** this source to tell me the truth about this topic?

How do I know this is **believable** or **accurate**?

How might I **confirm this information using reliable sources**?

Follow-up Questions

Why might this be important? Why do I think that? What is my evidence? How could I find that out?