
5 Media Literacy Questions

Your assignment is to watch a piece of media with a story (choose between a TV show, movie, or fictional YouTube show). Choose something that you want to explore, because you will be focusing on this for your final project. While watching, think about the following 5 key questions. Then, answer these questions thoughtfully, in full sentences. They aren't supposed to be easy-- they are supposed to require deep thought and maybe even some research.

* Required

Your Name: *

Your Section: *

What did you watch? *

Provide the full title.

If you watched online, please provide the link.

1. Who created this message? *

Meaning: Who is the director, writer, production company, etc? What other kinds of stuff have they produced? You might have to do some research on IMDB or Wikipedia to find out.

2. What creative techniques are used to attract my attention?

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Meaning: What filmmaking styles, shots, or artistic techniques do you see?

*3. How might different people understand this message differently? **

Meaning: Every piece of media is meant for an audience. How would a certain audience respond to it differently than another? (like kids vs. adults, women vs. men, different ethnicities, etc.)

*4. What values, lifestyles and points of view are represented in, or omitted from, this message? **

Meaning: What perspective is shown in the media (the wealthy perspective? the male perspective?), and what is left out?

*5. Why is this message being sent? **

Meaning: What's the purpose of this media? To entertain, to persuade, to advertise, to educate...?

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100%: You made it.