

Extension: Improving Information and Media Literacy

Name _____

Date _____

Your Turn Choose an example of a news or commercial message in print or online and answer the following questions about it. Share the example and your answers in class.

1. Who created the source? What do you know about their reliability?

2. What is the basic message?

3. How fair and logical is the message? What bias or logical fallacies does it contain?

4. What information is stressed? What information is left out?

5. How does the medium itself affect your understanding of and disposition toward the message?

6. Who is the target of the message? How can you tell?

7. How do you react to the message? How might someone react differently?

8. What is the purpose of the message? How effective is the message at that purpose?

9. Who controls transmission of the message?
