

Media Literacy Core Concepts

1. All media messages are created by someone for profit and/or power.
2. Media messages are created using creative techniques with their own rules.
- 3. Different people may experience the same media messages differently.
4. Media messages have embedded values and shape our reality.
5. Media messages rarely tell the whole story.

Media Literacy Core Concept Questions

1. Who is the author & what is the purpose?
2. What techniques are used to attract & hold my attention?
3. How might different people interpret this message?
4. What lifestyles, values, and points of view are represented?
5. What is omitted from the media message?