\*Developing Habits of Inquiry

**KEY QUESTIONS TO ASK WHEN ANALYZING MEDIA MESSAGES**

**Read the questions below. Look at the media communication (for example- LAUSD flyer). Write the title of the flyer. Answer the questions.**

**Title:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

1. WHO made this?(author)

Example: Los Angeles Unified School District

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1. WHAT are the messages about? (content)

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1. WHO can benefit from this message? (effects)

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1. WHAT do they want me to do? (purpose)

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1. WHAT is my interpretation of this? (interpretation)

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1. WHEN & WHERE was this created? (context)

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1. WHAT is it? Fact or opinion?

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1. \*\*WHAT is the technique?

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1. WHO paid for this? (Economics)

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1. WHAT is my response? (responses)

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Adapted in 2017 by Project Look Sharp and Faith Rogow from NAMLE's Core Principles for Media Literacy Education 2007 (namle.net).

Notes for teacher:\*When & Where? – K-12 periodically uploads information on COVID-19 on their website; the flyers found on the lesson were uploaded in Fall 2021. \*\*According to the ISTE Blog, Media Techniques can refer to “*persuasion techniques employed, but also the production methods – the use of color or music as a way to sway the viewer.”* (<https://www.iste.org/explore/In-the-classroom/Use-ads-to-teach-media-literacy>) Rev Dec 9, 2022