

Name: \_\_\_\_\_

## Media Analysis

Title: \_\_\_\_\_ Source: \_\_\_\_\_ Length: \_\_\_\_\_

Answer the following questions about the media source assigned.

### Author's Purpose

1. Who is the author/creator?
2. Who paid for this?
3. Who is the target audience?

### Context

1. When was this made?
2. Is this based on fact or opinion?
3. How credible (believable) is this?

### Techniques and Content

1. What is the message being conveyed?
2. What ideas, values, information, or points of view are stated directly?
3. What ideas, values, information, or points of view are implied?

### Impact

1. How might a liberal (democrat) react to this?
2. How might a conservative (republican) react to this?
3. Who might benefit from this?
4. Who might be hurt by this?
5. What is my interpretation of this?
6. What kinds of actions might I take in response to this?<sup>i</sup>

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<sup>i</sup> Adapted from: (12 Basic Ways to Integrate Media Literacy and Critical Thinking into Any Curriculum, 3<sup>rd</sup> Edition, Cyndy Sheibe and Faith Rogow)