

TURN OFF AND DISCUSS



Reality
Check



Private Gain or
Public Good?



Values
Check



Read between
the lines



What's
left out



Record/Save
for later

WARNING

Stereotype
alert

Solutions
too easy

Off

Books

TV

Internet

Newspapers

Movies

Radio

Music

Magazines

Video Games

Media Education Lab
Temple University
www.mediaeducationlab.com

Key Questions of Media Literacy

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

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