Media Literacy
Five Core Concepts

1. All media messages are constructed.

2. Media messages are constructed using a creative language with its own rules.

3. Different people experience the same message differently.

4. Media have embedded values and points of view.

5. Most media messages are organized to gain profit and/or power.
Media Literacy
Five Key Questions

1. Who created this message?

2. What techniques are used to attract my attention?

3. How might different people understand this message differently from me?

4. What lifestyles, values and points of view are represented in, or omitted from, this message?

5. Why was this message sent?
# Five Core Concepts and Five Key Questions

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# Media Literacy

## 5 Core Concepts

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Core Concept/
Key Question

All media messages are constructed.

Who created this message?

Keyword: ‘Constructedness’
Core Concept/
Key Question #2

Media messages are constructed using a media language with its own rules.

What creative techniques are used to attract my attention?

**Keyword:** Format
Core Concept/
Key Question

Different people experience the same media message differently.

How might different people understand this message differently from me?

**Keyword:** Audience
Core Concept/Key Question #4

Media have embedded values and points of view.

What lifestyles, values and points of view are represented in, or omitted from, this message?

*Keyword: Content*
Most media messages are organized to gain profit and/or power.

Why is this message being sent?

Keyword: Purpose
Media Literacy

**Key Question**
Who created this message?

**Core Concept**
All media messages are constructed.

**Keyword:**
author / ‘constructedness’
Media Literacy #2

**Key Question**

What creative techniques are used to attract my attention?

**Core Concept**

Media messages are constructed using a media language with its own rules.
Media Literacy #3

**Key Question**

How might different people understand this message differently from me?

**Core Concept**

Different people experience the same media message differently.

*Keyword:* Audience
Media Literacy

Key Question
What lifestyles, values and points of view are represented in, or omitted from, this message?

Core Concept
Media have embedded values and points of view.

Keyword Content
Media Literacy #5

**Key Question**
Why is this message being sent?

**Core Concept**
Most media messages are organized to gain profit and/or power.

**Keyword**
Purpose