

Media Literacy: Evaluating Claims and Fact-Checking

| Statement | Source | Ultimate Source / Other sources | Conclusion / Notes |
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Resources: www.washoecountylibrary.us/resources/media.php

Media Deconstruction/Construction Framework

| # | Key Words | Deconstruction: CML's 5 Key Questions (Consumer) | CML's 5 Core Concepts | Construction: CML's 5 Key Questions (Producer) |
|---|-------------------|---|--|---|
| 1 | Authorship | Who created this message? | All media messages are constructed. | What am I authoring ? |
| 2 | Format | What creative techniques are used to attract my attention? | Media messages are constructed using a creative language with its own rules. | Does my message reflect understanding in format , creativity and technology? |
| 3 | Audience | How might different people understand this message differently? | Different people experience the same media message differently. | Is my message engaging and compelling for my target audience ? |
| 4 | Content | What values, lifestyles and points of view are represented in or omitted from this message? | Media have embedded values and points of view. | Have I clearly and consistently framed values, lifestyles and points of view in my content ? |
| 5 | Purpose | Why is this message being sent? | Most media messages are organized to gain profit and/or power. | Have I communicated my purpose effectively? |