



## **Core Concepts of Media Literacy**

1. All media messages are constructed.
2. All media messages are targeted.
3. All media messages present values and points of view.
4. Media construct their own reality.
5. Each person uses his/her own experiences, beliefs, and skills to find meaning in media messages.
6. Media can influence beliefs, attitudes, behaviors, values, and even the democratic process.
7. All media are businesses.

## **Key Questions of Media Literacy**

1. Who sent this message?
2. Who is the intended audience?
3. Where was this message?
4. What is the message?
5. What is left out of the message?
6. Why was the message sent?