



Project Look Sharp
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ITHACA

Division of Interdisciplinary & International Studies

Mission Statement:

Project Look Sharp provides materials, training and support for the effective integration of media literacy with critical thinking into classroom curricula at all education levels.

MEDIA LITERACY INVOLVES:

- Learning how to use media wisely and effectively
- Engaging in critical thinking when evaluating media messages
- Being able to evaluate the credibility of information from different sources
- Recognizing media's influence on beliefs, attitudes, values, behaviors, and the democratic process
- Encouraging participatory citizenship
- Achieving greater understanding and appreciating multiple perspectives
- Learning to produce communication and express oneself using different forms of media

6 KEY CONCEPTS IN MEDIA ANALYSIS:

1. All media messages are "constructed."
2. Each medium has different characteristics, strengths, and a unique "language" of construction.
3. Media messages are produced for particular purposes.
4. All media messages contain embedded values and points of view.
5. People use their individual skills, beliefs and experiences to construct their own meanings from media messages.
6. Media and media messages can influence beliefs, attitudes, values, behaviors and the democratic process.



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KEY QUESTIONS TO ASK WHEN ANALYZING MEDIA MESSAGES

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www.namele.net

AUDIENCE & AUTHORSHIP	AUTHORSHIP	Who made this message?
	PURPOSE	Why was this made?
		Who is the target audience (and how do you know)?
	ECONOMICS	Who paid for this?
	IMPACT	Who might benefit from this message? Who might be harmed by it?
Why might this message matter to me?		
MESSAGES & MEANINGS	CONTENT	What is this about (and what makes you think that)?
		What ideas, values, information, and/or points of view are overt? Implied?
		What is left out of this message that might be important to know?
TECHNIQUES	What techniques are used?	
	Why were those techniques used? How do they communicate the message?	
INTERPRETATIONS	How might different people understand this message differently?	
	What is my interpretation of this and what do I learn about myself from my reaction or interpretation?	
REPRESENTATIONS & REALITY	CONTEXT	When was this made?
		Where or how was it shared with the public?
CREDIBILITY	Is this fact, opinion, or something else?	
	How credible is this (and what makes you think that)?	
	What are the sources of the information, ideas, or assertions?	