

Media Analysis Checklist

- 1.** Who is speaking and what is the speaker's purpose? Who has created, published, presented, or sponsored this message and why?
- 2.** Who is the targeted audience? How can I tell? How is this message tailored to that audience?
- 3.** How unbiased is the information or message?
- 4.** Is the information complete? Does the author present enough information for the audience to make an informed decision?
- 5.** Does the author cite sources of factual information included in the message?
- 6.** What techniques are used to attract or hold my attention?
- 7.** What kinds of words are being used? Is the writer using words chosen to stir emotion or sway ideas?
- 8.** How much information does the writer or sponsor think I already know about this topic?
- 9.** Are values or lifestyles being promoted? What does the message present as being good to own, do, or be? What is promoted as being "not good"?
- 10.** Read between the lines. What is implied?
- 11.** What information or points of view are excluded from the message?
- 12.** Are data, statistics, and evidence presented completely? Does the evidence presented help support the ideas in the article?