MEDIA ANALYSIS WORKSHEET

1. Media messages are constructed.
   Who constructed this media?

   For whom is the media constructed?

   Why/for what purpose was this media constructed?

   What attracted your attention to this media?

2. Messages are representations of reality with embedded values and points of view.
   What “reality” is being represented?

   What values are being represented?

   What opinions are being expressed?

   What points of view are NOT being expressed?

3. Individuals interpret media messages and create their own meaning based on personal experience.
   How do your own experiences influence the meaning that this media has for you?

   How might someone else understand this media differently?