



Five Core Concepts & Five Key Questions of Media Literacy

	Core Concept	Key Question	Questions to Guide Young Children
1	All media messages are 'constructed.'	Who created this message?	What is this? How is this put together?
2	Media messages are constructed using a creative language with its own rules.	What techniques are used to attract my attention?	What do I see, hear, smell, touch or taste? What do I like or dislike about this?
3	Different people experience the same media message differently.	How might different people understand this message differently from me?	What do I think and feel about this? What might other people think and feel about this?
4	Media have embedded values and points of view.	What lifestyles, values and points of view are represented or omitted in this message?	What does this tell me about how other people live and believe? Is anything or anyone left out?
5	Media are organized to gain profit and/or power.	Why was this message sent?	Is this trying to tell me something? Is this trying to sell me something?