

1
Who created
this message?

What
techniques
are used to
attract my
attention?

4
Why was this
message
sent?

2
How might
different people
understand
this message
differently
from me?

3
What lifestyles,
values, and
points of view are
represented in or
omitted from
this message?

5

Five Key Questions

media literacy

MediaLit KITTM

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