

Triangled Questions

1. What kind of media experience is this?
(e.g., tweet, magazine, video, T-shirt, poster, webpage)

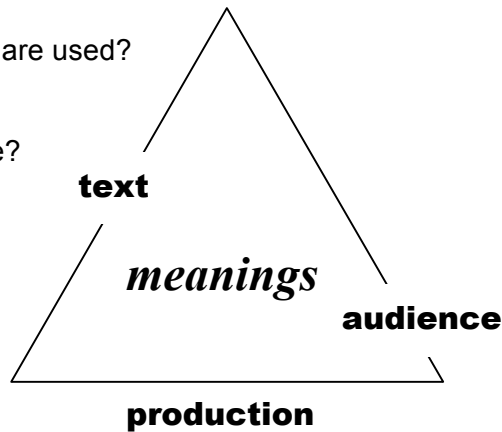
2. What codes and conventions are used?

3. How are video/audio/images used in this media experience?

4. What values are promoted?

5. Whose point of view do the values represent?

6. Why do or don't I agree with the values?



1. Who is the target audience for this media experience?

2. How and why does it appeal to its target audience?

3. How does it (not) appeal to me?

4. How might it include some people while excluding other people?

5. In what different ways might people use or consume it?

6. How might it make its audience happy or sad?

1. Who produced this media experience?

2. For what purpose(s) was it produced?

3. How might knowing the producer and purpose change the meaning?

4. Who owns the media experience (copyright)?

5. What rules and laws affect the production of the media experience (e.g. copyright, running time, trademarks)?

6. What user information does the company collect?



The Association for Media Literacy
www.aml.ca