

## Five Core Concepts and Questions

Core Concepts*		Key Questions
1.	<b>Constructions</b> All media messages are constructions.	<i>How is the message constructed? How well does it represent reality?</i>
2.	<b>Beliefs and Values</b> The media messages contain beliefs and value messages.	<i>What values, lifestyles, or points of view are represented in or omitted from this media message?</i>
3.	<b>Audience</b> Each person interprets a message differently.	<i>How might others understand this message differently?</i>
4.	<b>Intent</b> Media messages serve commercial, social, and/or political interests.	<i>Who created this media message and why?</i>
5.	<b>Form</b> Each medium has its own language, style, form, techniques, conventions, and aesthetics.	<i>What techniques are used and why?</i>
<p>* An alternative "8 key concepts" model can be found at: <a href="http://www.media-awareness.ca/english/teachers/media_literacy/key_concept.cfm">http://www.media-awareness.ca/english/teachers/media_literacy/key_concept.cfm</a></p>		