

Analyze the deeper social, political, and economic driving forces behind the media.

Questions to help you interpret the deeper purpose behind media:

1. Who created this media?
 2. How does the creator profit from it?
 3. What is their real purpose for producing and distributing it?
 4. When you see/hear marketing for it, what is your first impression of the message they are trying to send?
 5. What is missing—what stories are untold, what research goes unmentioned, etc?
 6. Who loses in the creation, distribution, marketing, and use of it?
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Questions to help you analyze the educational value of media:

"Three C's" Approach to Kid's Media by Lisa Guernsey

Italicized questions are pulled from other media literacy resources; they are not specifically listed in the "Three C's" by Lisa Guernsey.

1. Content
 - a. What is the basic premise? *(What research was it based on? What does it teach?)*
 - b. How is it designed? *(How does it teach? With flash cards, DVDs, and worksheet-like activity pages or real objects and practice through play, crafts, or other real-world activities?)*
 - c. Does it have repetition?
 - d. Are new words defined by pointing or labeling?
 - e. *Can I teach my child these skills and concepts without this media?*
2. Context
 - a. Who is interacting with the child?
 - b. How do parents talk about what's on the screen?
 - c. Is the child learning through a game, then applying that in another activity?
 - d. Is the child telling stories about what he or she has experienced?
 - e. *Does this media reflect the child's real world?*
 - f. *What values are being taught directly, and indirectly by leaving out diverse cultures, boys/girls, types of families, etc.*
3. Child
 - a. How much stimulation can this child take?
 - b. What scares her?
 - c. What types of media trigger the most curious questions, playful reenactments, engagement and joy?
 - d. *Is this media developmentally appropriate for my child—if parents have unrealistic expectations for their child look at a child development chart.*
 - e. *How will this media make this child feel about learning, reading, and going to school?*