### Student Performance Expectations for Analyzing Media Messages

- Demonstrates an awareness of the presence of media in the daily lives of most people.

- Evaluates the role of media in focusing attention and in forming opinion.

- Determines the presence and role of subliminal messages in a media presentation or entertainment program.

- Analyzes the context for advertising or persuasion that a media presentation creates.

- Uses explicit metacognitive criteria to analyze media messages.