Media Analysis Checklist

1. Who is speaking and what is the speaker’s purpose? Who has created, published, presented, or sponsored this message and why?
2. Who is the targeted audience? How can I tell? How is this message tailored to that audience?
3. How unbiased is the information or message?
4. Is the information complete? Does the author present enough information for the audience to make an informed decision?
5. Does the author cite sources of factual information included in the message?
6. What techniques are used to attract or hold my attention?
7. What kinds of words are being used? Is the writer using words chosen to stir emotion or sway ideas?
8. How much information does the writer or sponsor think I already know about this topic?
9. Are values or lifestyles being promoted? What does the message present as being good to own, do, or be? What is promoted as being “not good”?
10. Read between the lines. What is implied?
11. What information or points of view are excluded from the message?
12. Are data, statistics, and evidence presented completely? Does the evidence presented help support the ideas in the article?