

GUIDING QUESTIONS

Guiding Questions:

- What kind of "text" is it?
- What are the various elements (building blocks) that make up the whole?
- How similar or different is it to others of the same genre?
- Which technologies are used in its creation?
- What choices were made that might have been made differently?
- How many people did it take to create this message? What are their various jobs?

Guiding Questions:

- What do you notice... about the way the message is constructed? Colors? Shapes? Size? Sounds, Words? Silence? Props, sets, clothing? Movement? Composition? Lighting?
- Where is the camera? What is the viewpoint?
- How is the story told visually? What are people doing?
- Are there any symbols? Visual metaphors?
- What's the emotional appeal? Persuasive devices used?
- What makes it seem "real?"

Guiding Questions:

- Have you ever experienced anything like this in your life?
- How close is this portrayal to your experience?
- What did you learn from this media text?
- What did you learn about yourself from experiencing the media text?
- What did you learn from other people's response? From their experience of life?
- How many other interpretations could there be? How could we hear about them?
- Are other viewpoints just as valid as mine?
- How can you explain the different responses?

Guiding Questions:

- What kinds of behaviors / consequences are depicted?
- What type of person is the reader / watcher / listener invited to identify with?
- What questions come to mind as you watch / read / listen?
- What ideas or values are being "sold" to us in this message?
- What political ideas are communicated in the message? Economic ideas?
- What judgments or statements are made about how we treat other people?
- What is the overall worldview of the message?
- What ideas or perspectives are left out? How would you find what's missing?

Guiding Questions:

- Who's in control of the creation and transmission of this message?
- Why are they sending it? How do you know?
- Who are they sending it to? How do you know?
- What's being sold in this message? What's being told?
- Who profits from this message? Who pays for it?
- Who is served by or benefits from the message
 - the public?
 - private interests?
 - individuals?
 - institutions?
- What economic decisions may have influenced the construction or transmission of this message?