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:
• 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?