

Media Analysis

Part 1. Reflecting on Media Impact

Example of media:

- Think about a piece of media that recently had an impact on you. What is the piece of media you chose (for example, news article, social media post, advertisement)?



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How it impacted you:

- How did this piece of media influence your thoughts, feelings, or actions?

Part 2. Analyzing the Media Through Basic Assumptions

- **The creator:** Think about the media you selected. Who do you think created it (for example, media company, social media influencer, news outlet)?

Name:

Date:

→ **The purpose:** What do you think the creator intended with this media? What reaction are they trying to evoke from you?

→ **Influential factors:** Consider the social, political, and economic contexts surrounding this media. How might these factors shape the message being communicated?

Part 3. Analyzing the Historical Development of Media Literacy

1. How media literacy evolved: Think about the evolution of media literacy from its early focus on warning about media to today's emphasis on critical thinking and content creation. How do you think this evolution has influenced your example? Consider how our approach to media has changed over time.

2. The impact of technology: How have advances in technology, like AI or other digital tools, affected how the media you chose is shared or consumed by others?

- 3. Historical influence:** How do you think the history of media literacy, such as the rise of media education in schools, has influenced the way your example is created or consumed today?

Part 4. Protectionist vs. Celebrationist Approaches

- 1. Which approach do you align with?** After reading the “Different Approaches” section of the Media Literacy article, decide which approach you align with more: the protectionist approach or the celebrationist approach.
- 2. Why do you align with this approach?** Write a brief explanation of your choice, citing reasons that resonate with you. Consider how you view media, its impact on society, and your own personal experiences with media.

Part 5. Final Reflection

Take a few minutes to reflect on your experience throughout the lesson. Consider the following questions:

- How, if at all, has your perspective on media changed?
- What actions can you take to engage with media more critically?
- How will understanding the impact of media influence your future media consumption?
