



# The student's guide to media messages

Have you ever ordered something you saw in a magazine or changed your opinion after reading comments on a blog post? Even the savviest media consumers are swayed by messages. That's why it is important to understand how media influences us.

## What constitutes media?



Advertisements, magazine covers



Snaps, tweets, social media posts



Television news, articles



Books



Blog posts



Movies, YouTube videos

## When evaluating a site, look for:



- **Author.** A reputable site provides contact info, credentials and qualifications.
- **Date.** This helps readers decide if the information is fresh and relevant.
- **Citations.** Without knowing sources, it's impossible to vet the content.
- **Domain extension.** Domains like .gov and .edu tend to have more reliable information than .net and .org, which can be used by anyone.
- **Presentation.** A well-written and well-designed site can be an indication that it's more reliable.

## Ask yourself these questions:



- Who created it?
- What's the purpose?
- Who's the audience?
- What techniques are used?
- What was omitted from the message and why?
- Who benefits?
- What stereotypes are promoted?

<sup>1</sup> Source: University of Wisconsin at Green Bay

<sup>2</sup> Source: *Media Literacy in the K-12 Classroom, Second Edition*

Get more insights on teaching media literacy with the book  
*Media Literacy in the K-12 Classroom, Second Edition.*

Learn more at [iste.org/MediaLiteracy](https://iste.org/MediaLiteracy)