

Evaluating Media Advertising

Media messages can be evaluated by considering five key questions and five core concepts.

Five Key Questions

1. Who created this message?
2. What creative techniques are used to attract my attention?
3. How might other people understand this message differently from the way I understand it?
4. What values, lifestyles, and points of view are represented in, or omitted from, this message?
5. Why is this message being sent?

Five Core Concepts

1. All media messages are constructed.
2. Media messages are constructed using a creative language with its own rules.
3. Different people experience the same media message differently.
4. Media messages have embedded values and points of view.
5. Most media messages are organized to gain a profit or power (or both).

From L.W.Y. Cheung, H. Dart, S. Kalin, B. Otis, and S.L. Gortmaker, 2015, *Eat Well & Keep Moving*, 3rd ed. (Champaign, IL: Human Kinetics). Adapted, by permission, from Center for Media Literacy, 2005. Available at www.medialit.org.