The analysis encouraged by these *Five Key Questions*, developed by the Center for Media Literacy (CML), can inform the decision-making or actions that we may take in a media-driven world.

**AUTHORSHIP**

1. **Who created this message?**
   - What are the various elements that make up the whole?
   - How would it be different in a different medium?
   - What choices were made that might have been made differently?

**FORMAT**

2. **What techniques are used to attract my attention?**
   - What is the viewpoint? How is the story told?
   - Are there any visual symbols or metaphors?
   - What’s the emotional appeal? How is it persuasive?

**AUDIENCE**

3. **How might other people understand this message differently?**
   - How does this message fit with your lived experience of the world?
   - What reasons might a person have for being interested in the message?
   - How do different people respond emotionally to this message?

**CONTENT**

4. **What lifestyles, values or points of view are represented in, or omitted from, this message?**
   - What type of person is the reader / listener invited to identify with?
   - What questions come to mind as you watch / read / listen?
   - Are any ideas or perspectives left out?

**PURPOSE**

5. **Why was this message sent?**
   - Who’s in control of the creation and transmission of this message?
   - Who are they sending it to? Why are they sending it?
   - Who is served by or benefits from the message?