

**Conceptual Framework for Media Education \***

|                    | QUESTIONS TO ASK   |
|--------------------|--|
| <u>MEDIA IMAGE</u> |  |
| INDUSTRY           | Who's in charge?   |
|                    | What do they want of me; why?                                  |
|                    | What else do they want?  |
|                    | HOW DO I KNOW?   |
| PRODUCT            | What kind of text (genre) is this?                             |
|                    | Are genre conventions followed or broken?                      |
|                    | How is this message constructed?                               |
|                    | HOW DO I KNOW?   |
| AUDIENCE           | Who is this intended for?                                      |
|                    | What assumptions does the text make about the audience?        |
|                    | Who am I supposed to be in relation to this text?              |
|                    | HOW DO I KNOW?   |
| VALUES             | How real is this text?   |
|                    | How/where do I find the meaning?                               |
|                    | What values are presented?                                     |
|                    | What is the commercial message?                                |
|                    | What is the ideology of this text?                             |
|                    | What social/artistic/political messages does the text contain? |
|                    | HOW DO I KNOW?   |
| PREDISPOSITION     | Do I agree with (assent to) this text's message?               |
|                    | Do I disagree with (resist) this text's message?               |
|                    | Do I argue/negotiate with the message of this text?            |
|                    | HOW DO I KNOW?   |
| SKILLS             | What skills do I need to apply to this text?                   |
|                    | How do I deconstruct/reconstruct this text?                    |
|                    | What new skills does this text demand of me?                   |
|                    | HOW DO I KNOW?   |
| <u>RECEIVER</u>    |  |
|                    | What does all this mean in the end?                            |
|                    | HOW DO I KNOW?   |

**WHAT REALLY COUNTS IS WHAT WE MAKE OF THE TEXT IN THE END.  
ALL LEARNING IS AN ACT OF CONSTRUCTION.**

\*Adapted by the author from *Screening Images: Ideas For Media Education*, Chris M. Worsnop, Wright Communications, 1999