

Conceptual Framework for Media Education

Media Image	Questions to Ask
Industry	Who's in charge? What do they want of me, and why? What else do they want? HOW DO I KNOW?
Product	What kind of text is this? Are 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?
Perception	How does the text fit my personal values/beliefs/ideology? How does the text relate to my personal needs/hopes/fears/experiences? 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?
Receiver	What does all this mean in the end? HOW DO I KNOW?

*What really counts in the end is what we make of the text.
All learning is an act of construction.*

Source: © Chris Worsnop, 1999. Adapted by the author from *Screening Images: Ideas for Media Education*. Wright Communications, 1994. Original post at: http://www.media-awareness.ca/english/resources/educational/teaching_backgrounders/media_literacy/conceptual_framework_worsnop.cfm?RenderForPrint=1

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