

Deconstructing Health Messages

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.

1

AUTHORSHIP

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?

2

FORMAT

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?

3

AUDIENCE

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?

4

CONTENT

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?

5

PURPOSE

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?