

## CORE CONCEPTS OF MEDIA LITERACY

(from CML, [medialit.org/cml-framework](http://medialit.org/cml-framework))

- 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 have embedded values and points of view.
- 5 Most media messages are organized to gain profit and/or power.

## KEY QUESTIONS OF MEDIA LITERACY

(from CML, [medialit.org/cml-framework](http://medialit.org/cml-framework))

- 1 Who created this message?
- 2 What creative techniques are used to attract my attention?
- 3 How might different people understand this message differently?
- 4 What values, lifestyles, points of view are represented or omitted from this message?
- 5 Why is this message being sent?