

That depends on who you ask! Since I work for public media, folks who trust public media probably trust me. But if the opposite is true, I might be seen as biased.



3 How might people understand this message differently?

We used a color-in format, characters that look like you and your friends, informal language, and this fun reversible format!

2 What techniques are used to attract my attention?



Well, I did!
I'm Tricia from Connecticut Public. Our goal is to inform, educate and inspire people!



1 Who created this message?

Basically everybody can make media these days. Journalists, Grandma, Presidents, You, Me.
Some of it's cute or funny, some of it is opinion, or facts, and some of it is lies. Luckily, there's a way to figure all that out



4 What lifestyle, values, and points of view are represented in, or omitted from, this message?



My point of view — that media literacy is very important — is all over this zine. But part of it — **the 5 Key Questions** — are based on science. That means, even if you don't think media literacy is important, if you use these questions often, your media literacy skills improve.

5 Why was this message sent?

This ties back to the last point. I sent this message because media literacy is important to me, and we're living in wild times, yo! **It's a good time to analyze all the different messages coming our way!**



thinkalong™
from Connecticut Public



Using trusted source materials from PBS, NPR and local public media stations, **Thinkalong** is a free program that helps students think critically about media, develop informed opinions, and practice respectful, civil discourse.

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A Media Literacy Zine

Check Out THINKALONG.ORG

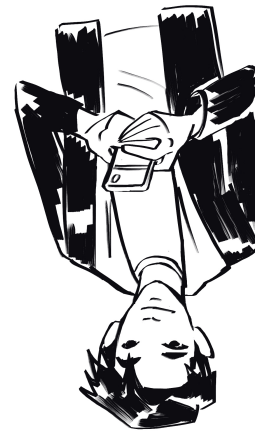
Read the next 5 Key Questions* through an ethical lens to guide your production.

Since you can make media, too, let's talk about being an ethical and media literate producer!

Media ethics applies moral principles to production.

Since there is no universal guide to morals, there is not one ethics guide for media production.

Generally though, we should minimize harm, avoid bias, and be clear about what is fact and what is opinion.

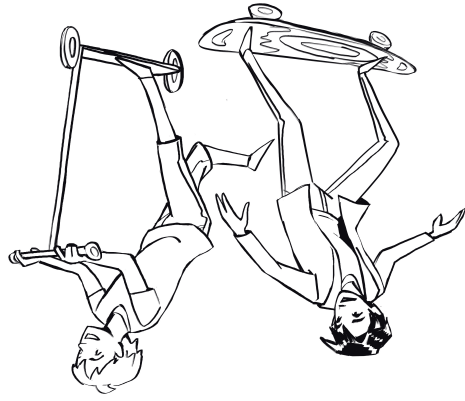


1 What am I authoring?

It could be a note, video, school project, song, or even a speech! Anything you produce, you can think through. (I authored a zine!)



2 Does my message reflect understanding, in format, creativity, and technology?



3 Is my message engaging and compelling for my target audience?

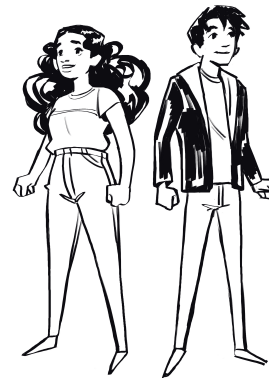
Well... are you thinking about media literacy? If so - thanks for engaging with my work!



Fools Rush In!

A Media Production Zine

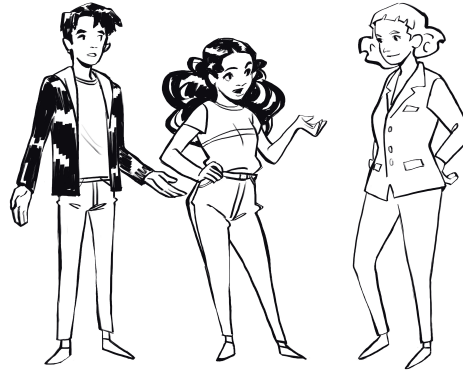
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5 Have I communicated my purpose effectively?



I'd love to know what you think about this zine or Thinkalong.

Visit the website, thinkalong.org, and use the "contact us" form to reach out!

4 Have I clearly and consistently framed values, lifestyles, and points of view in my content?

I'm sticking to the message that media literacy is super important - knowledge is power, and there's a lot of information to sift through to find it.

