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.

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!

What techniques are used to attract my attention?

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

Who created this message?

Well, I did! I’m Tricia from Connecticut. I educate and inspire people, I’m tired of being part of a public that trusts no one, but if the media probably trusts me, but if the media probably trusts me, but that depends on who you ask since I work for public media. Journalists, Grandma, Presidents, you, me.

Basic media literacy is very important — is all over this zine. My point of view is 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.

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.

Go to THINKALONG.ORG


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www.medialit.com
Since you can make media, too, let’s talk about being an ethical and media literate producer!

Media ethics applies moral principles to production.

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

1. What am I authoring?
   - It could be a note, video, school project, song, or even (I authored a zine) you can think about anything you produce.

2. Does my message engage and understand my target audience?
   - It could be a note, video.

3. Is my message engaging and compelling for my target audience?
   - It could be a note, video.

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.

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!

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**You Can’t Fool Me: A Media Literacy Zine.**
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