

Handout

Media Literacy Questions – The 5A Rating

Directions: Read each of the 5A rating areas to consider when assessing an information source and answer the questions.

<p>What is the AIM of the content?</p> <ul style="list-style-type: none"> • What type of content is it? i.e. news, opinion piece, entertainment gossip, advice, a review, a recipe. • What is its purpose? i.e. to educate, entertain, inform, persuade, provoke, move, etc. 	<p>Why is understanding this important?</p>
<p>Who/What is the AUTHOR of the content?</p> <ul style="list-style-type: none"> • Where does the content originate from? i.e. individual, an organisation, an anonymous source, etc. • What do you know about the author/source? • What, if any, are their motivations for sharing this content? Do they have anything to gain? • Are they reliable/trustworthy/unbiased? 	<p>Why is knowing this important?</p>
<p>What is the communication APPROACH used?</p> <ul style="list-style-type: none"> • How is the information communicated? • How, if at all, is it trying to get your attention? i.e. text, font, images, video, layout, language, sound, etc. • How is the topic portrayed/framed? • Is anything seeking to provoke an emotional response? 	<p>Why is reflecting on this important?</p>

<p>Who is the target AUDIENCE?</p> <ul style="list-style-type: none"> • Who is the content aimed at? • How do you know? How has this shaped the content? • How might the content impact the target group? Think feelings, beliefs, identity. • How might the content be interpreted by different groups? 	<p>Why is reflecting on this important?</p>
<p>How would you rate the ACCURACY of the content?</p> <ul style="list-style-type: none"> • How do you know if you can believe/trust what you are reading/seeing? • What facts and evidence or opinions does it contain? • Is it up front about its aims/intentions? i.e. pieces that present opinions as facts or reviews that do not reveal sponsorship are misleading. 	<p>Why is assessing this important?</p>