**Critically reviewing labels**

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| **AUTHOR** | * Who is making this message? |
| **CREDIBILITY** | * What sources are being used? Why are they chosen? |
| **CONTEXT** | * Where or how is this shared with my audience? * How long will this message stay relevant? |
| **INTER-PRETATIONS** | * How might different people understand this message differently? |
| **TECHNIQUES** | * What production techniques are used? |
| **IMPACT** | * Who might benefit from this message (and how)? * Who might be harmed by it (and how)? |
| **RESPONSE** | * What kind of thinking/emotional response do you have? |
| **CONTENT** | * What messages and impressions are conveyed? * What ideas, values, information, and/or points of view are explicit? Implied? * What is left out of this message and why (and how will that affect the message)? |
| **PURPOSE** | * Who is the target audience, and what do they need to do to reach them? |
| **ECONOMICS** | * Who is sponsoring or paying for this? * In what ways do funding sources affect the product ? |

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| **ECONOMICS** |  |