**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?
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| **ECONOMICS** | * Who is sponsoring or paying for this?
* In what ways do funding sources affect the product ?
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| **AUTHOR** |  |
| **CREDIBILITY** |  |
| **CONTEXT** |  |
| **INTER-PRETATIONS** |  |
| **TECHNIQUES** |  |
| **IMPACT** |  |
| **RESPONSE** |  |
| **CONTENT** |  |
| **PURPOSE** |  |
| **ECONOMICS** |  |