
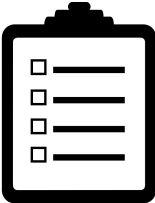




# Critical Media Studies

	<b>Core Concepts</b>	<b>Key Questions</b>	<b>Symbol</b>
<b>Social Constructivism</b>	All media messages are “constructed.”	Who created this message?	
<b>Language &amp; Semiotics</b>	Media messages are constructed using creative language with its own rules.	What techniques are used to attract my attention? HOW is it put together?	
<b>Audience &amp; Positionality</b>	Different people experience the same media message differently.	How might different people understand this message differently from me?	
<b>Politics of Representation</b>	Media have embedded values and points of view that often reinforce hierarchies & benefit those in power or those who have privilege.	What lifestyles, values, and points of view are represented in or omitted from this message?	
<b>Production &amp; Institution</b>	Media are organized to gain profit and/or power.	Why was this message sent?	