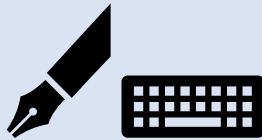


1

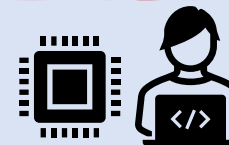
AUTHORSHIP



All media messages are constructed

3

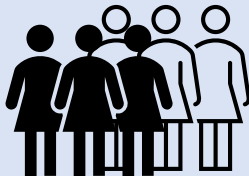
FORMAT



Media messages are constructed using a creative language with its own rules

2

AUDIENCE



Different people experience the same message differently

4

FRAMING



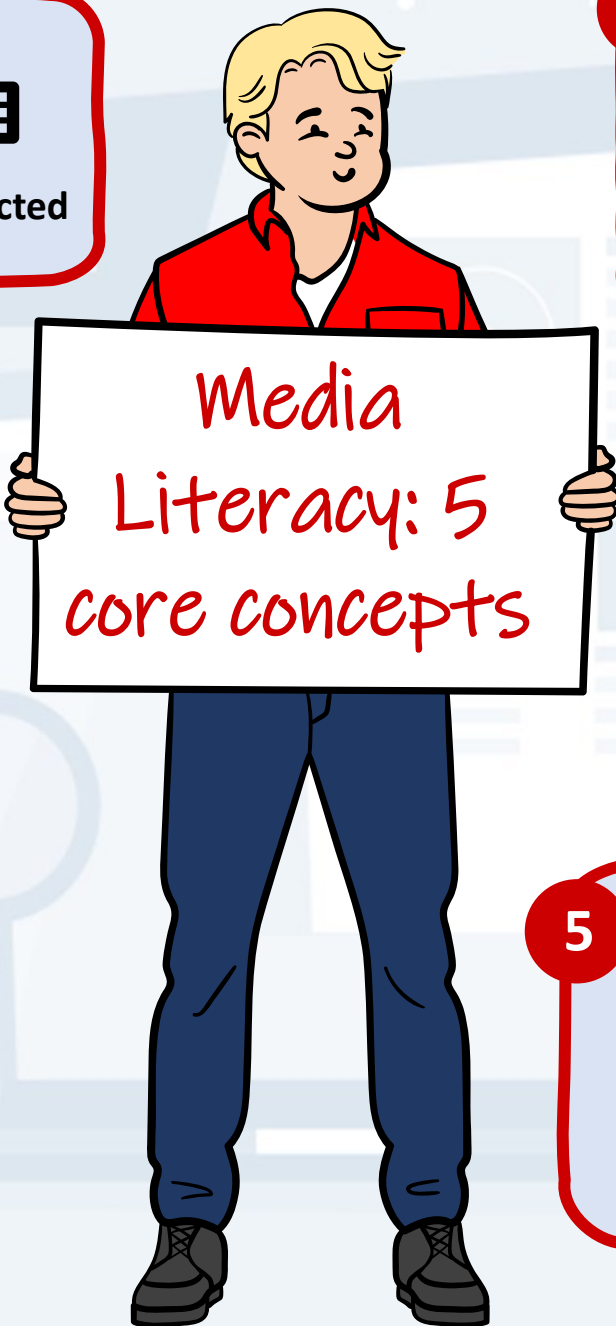
Media have embedded values and points of views

5

PURPOSE



Most media messages are organised to gain profit and/or power



Media Literacy: 5 core concepts