

# MEDIA LITERACY

The process of analyzing the elements (the black and white facts) of media to be able to competently and knowledgeably evaluate the author's message (the grays between the black and white).

**C Cognitive (Brain):** What is your brain processing? What thoughts enter your mind?

**A Aesthetics (Eyes and Ears):** What do your eyes and ears perceive? Is there a discrepancy between what you see and hear?

**M Morals (Conscience):** What is morally correct and/or incorrect? Look for ethical questions. Think about the targeted audience.

**E Emotions (Heart):** What do the characters feel? Is there a discrepancy of emotion between characters? What is the author's tone? How does the viewer feel? Does the viewer's emotion change?