

Evaluating Information from the Mass Media

Any text, including visual texts from the mass media, can be read, assessed, and evaluated. Use these questions as starting points for your reading.

Name of text being evaluated:

Source of the text:

Date:

- 1) What is the intent of the information that the source provides? What effect is it meant to have on you?

- 2) Is this source credible? Can you trust its authority? Why or why not?

- 3) How does this source use particular language (imagery, tone, etc.) to communicate? What is this language intended to convey?

- 4) Does this source have commercial interests? Is it trying to sell you something? If so, what? An object? An idea?

- 5) What values are operating beneath the surfaces (visual, printed, oral, etc.) of the text?

- 6) Are this source and its information reliable as bases for future arguments? Why or why not?

- 7) Is this source operating on hidden assumptions? If so, what are they? Do you agree with the assumptions? Do you agree with the text?