

How do I evaluate media???

One part of this assignment is looking at popular culture and how it answers your essential question. You can look at documentaries, music, movies, television shows, etc. But you might be asking.... How do I figure out what those things are saying about my essential question?

Evaluating the sources of your information is a part of "media literacy." You should apply evaluative criteria to all the sources you use in your research. A common set of questions should be asked, but specific questions for the various forms of media are helpful.

FIRST- Some good questions to ask when evaluating information from web pages also apply to media sources:

- Who is publishing or sponsoring the page or media? Is contact information for the author/publisher provided?
 - If you found it online, go back the URL to discover the source of the page.
- How recently was this piece of media created or updated?
- Be careful of bias when viewing web pages. Anyone can create a web page about any topic. YOU must verify the validity of the information.

SECOND- Evaluate your source

- Who is sending this message and why?
- What techniques are used to attract and hold attention?
- What points of view are represented?
- How might the message be interpreted in different ways?
- What is omitted from the message?

If you are using a documentary as a source, read on...

You have studied the elements of a good written argument and the use of evidence in arguments.

Watch the documentary twice. The first time, make a running list of evidence in the far left column (chart on back side). After identifying the type in the second column, watch the documentary again. This time, pay close attention to the role each piece of evidence plays in proving or not proving the documentary's argument.

Goal: At the end of this activity, you should be able to identify evidence in a documentary and analyze its credibility and impact on the filmmaker's argument.

List of Evidence	Type (photo, expert testimony, eye witness testimony, video, statistics, maps, chart/graph)	Credibility (Who is the source? Why is the source/creator of this evidence believable or not?)	How does it prove/disprove the argument? Why did the filmmaker include it?
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			