

### **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?