Media Example #1: _____

1. What is the social problem/issue discussed in this medium?
2. Whose voices are included in the representation? What sources are included? How many times? What categories (affected individual, advocate, opponent, government, business) do they represent? Which sources are depicted positively? Which negatively? What determines whether the depiction is positive or negative?
3. What is the frame that predominates the coverage?
4. What words/frames are missing?
5. Are there any words or phrases used repeatedly in the coverage?
6. Do speakers rely on values to make their case? Are some sources more convincing than others? Why?
7. Who is portrayed as 'villain' or 'victim' in the story? 'Winner and loser'?
8. Whose voices are left out of the story? Why is this important?
9. If there is an 'advocate' represented, what message does he/she communicate? Is this effective?
10. Can you tell the journalist's point of view?
11. As an uninformed reader/viewer of this media coverage, how do you imagine that you would be influenced by it?
12. As someone interested in the issue, how do you respond to its coverage?
13. If images are used, how are they used? What is their power? Are they consistent with or conflicting with the written word?

Media Example #2: _____

1. What is the social problem/issue discussed in this medium?
2. Whose voices are included in the representation? What sources are included? How many times? What categories (affected individual, advocate, opponent, government, business) do they represent? Which sources are depicted positively? Which negatively? What determines whether the depiction is positive or negative?
3. What is the frame that predominates the coverage?
4. What words/frames are missing?
5. Are there any words or phrases used repeatedly in the coverage?
6. Do speakers rely on values to make their case? Are some sources more convincing than others? Why?
7. Who is portrayed as 'villain' or 'victim' in the story? 'Winner and loser'?
8. Whose voices are left out of the story? Why is this important?
9. If there is an 'advocate' represented, what message does he/she communicate? Is this effective?
10. Can you tell the journalist's point of view?
11. As an uninformed reader/viewer of this media coverage, how do you imagine that you would be influenced by it?
12. As someone interested in the issue, how do you respond to its coverage?
13. If images are used, how are they used? What is their power? Are they consistent with or conflicting with the written word?