



## Viewing Media

Students can get bogged down with many media sources from many different perspectives and need help sorting out what was said, why it was said, and what was meant. These Tip Sheets should help students visualize their viewing strategies as they progress through the media viewing process. This three-step process helps students become savvy media consumers. The three stages of viewing media are outlined in basic steps and questions. The Tip Sheets then map students' thinking patterns to help them "see" their thinking and viewing strategies as they put their thoughts together. The graphic organizer helps students record and organize thoughts as they evaluate their sources of information. The three stages of preparing, viewing, and reflecting prompt students to be purposeful, observant, active, and critical while using media.

**This viewing strategy includes these resources:**

*Viewing Media, Text Outline*

*Viewing Media, Preparing, Student Tip Sheet*

*Viewing Media, Viewing, Student Tip Sheet*

*Viewing Media, Reflecting, Student Tip Sheet*

*Evaluating Sources, Graphic Organizer*

# Viewing Explore More Media

## Tip Sheet

### Stage 1: Preparing

1. Why am I viewing?
  - To understand the topic?
  - To get the main points?
  - To understand the perspective of the speaker?
2. When I'm listening to the experts, what should I do?
  - Look for visual images to help my understanding such as diagrams, models, pictures, or timelines?
  - Organize the information I hear?
  - Pick out the important ideas?
  - Summarize what they are saying?

### Stage 2: Viewing & Listening

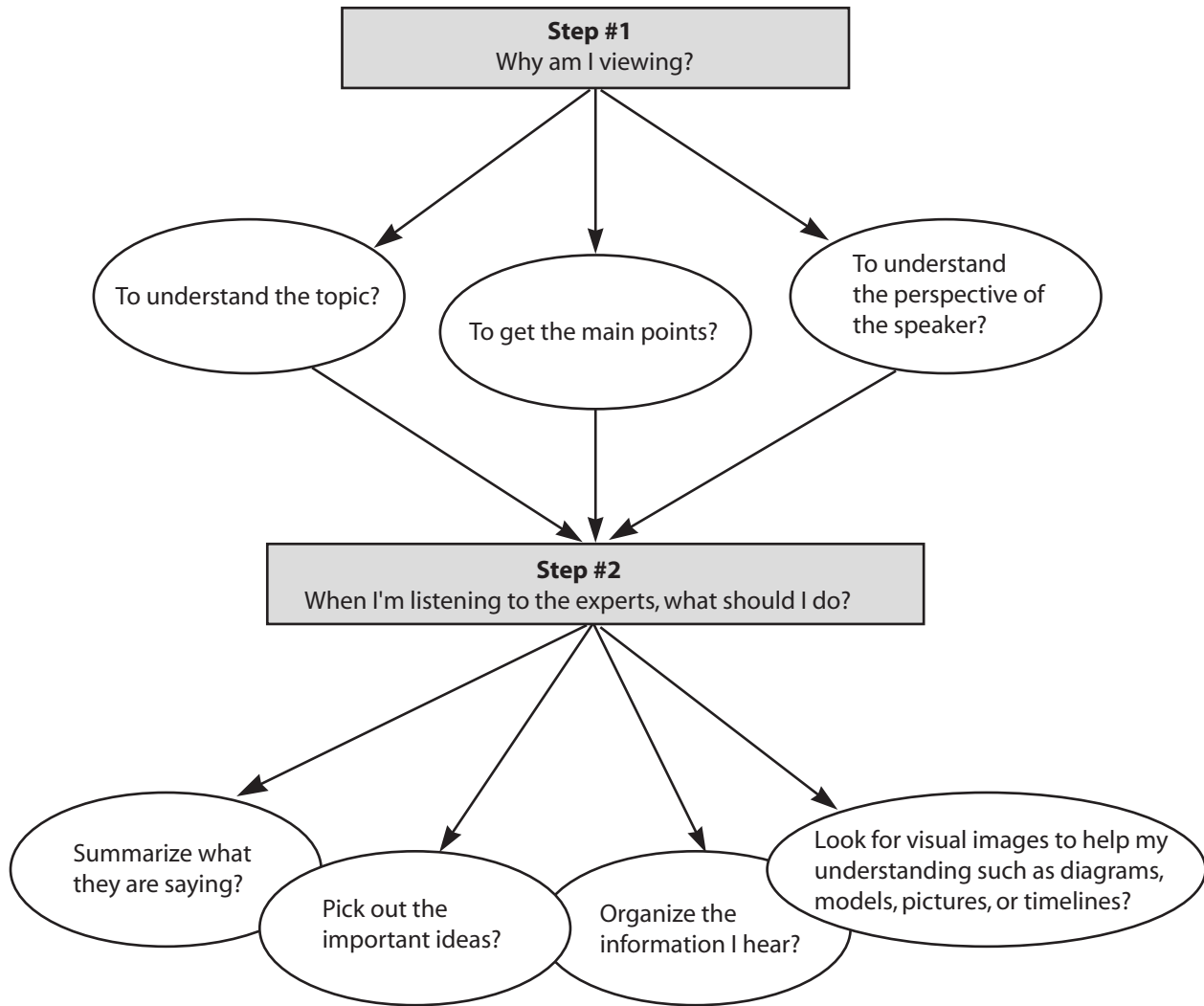
3. What is the purpose of this media?
  - To inform?
  - To persuade?
  - To entertain?
4. How would I describe this speaker?
  - Persuasive?
  - Knowledgeable?
  - Biased? Unbiased?
  - Clear point of view?
  - Understandable?
  - Qualified?
5. When I'm listening, what strategies do I use to help me?
  - Focus my attention on the message not the speaker?
  - Ask myself mental questions?
  - Listen for each new point being made?
  - Write down the speaker's ideas?
  - Look for the organizational pattern of the speaker's ideas?

### Stage 3: Reflecting

6. What kind of message did this media have?
  - To make money?
  - To gain power or authority over others?
  - To present ideas about how people should think or behave?
  - To experiment with different kinds of ideas?
  - To prove something?
7. What did I think about the speaker's ideas?
  - Were the ideas relevant and clearly phrased?
  - Were arguments appropriately phrased?
  - Were the arguments supported with evidence? What kinds of evidence did the speaker use?
8. How would I evaluate the speaker's effectiveness?
  - Was I persuaded? Was I informed? Was I entertained?
  - What did I learn? What do I think? How do I feel?

# Viewing Explore More Media

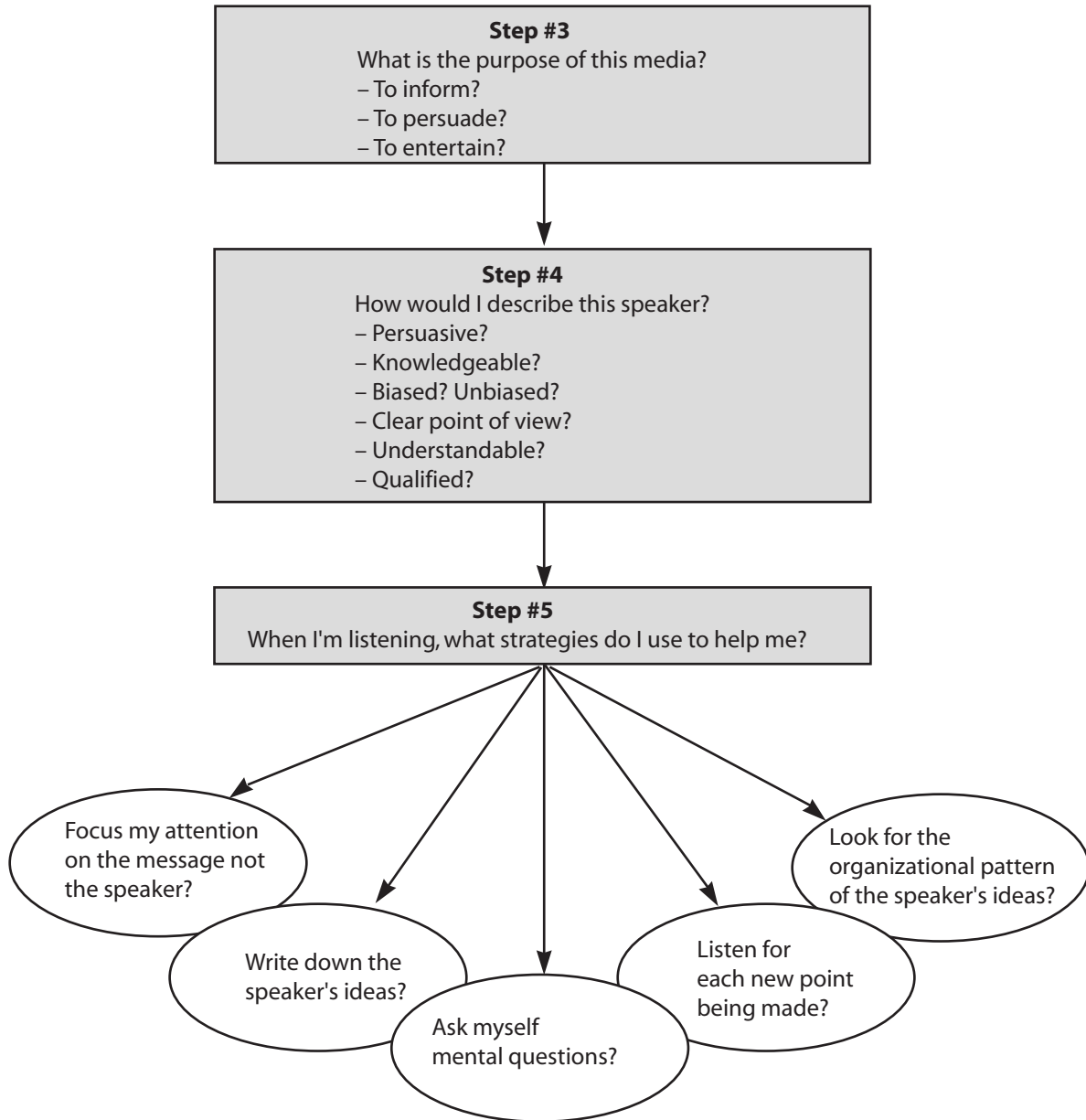
## Stage 1: Preparing



*I'm ready to view the  
Explore More media!*

# Viewing Explore More Media

## Stage 2: Viewing



***Whew! I'm ready to reflect on what I've seen!***

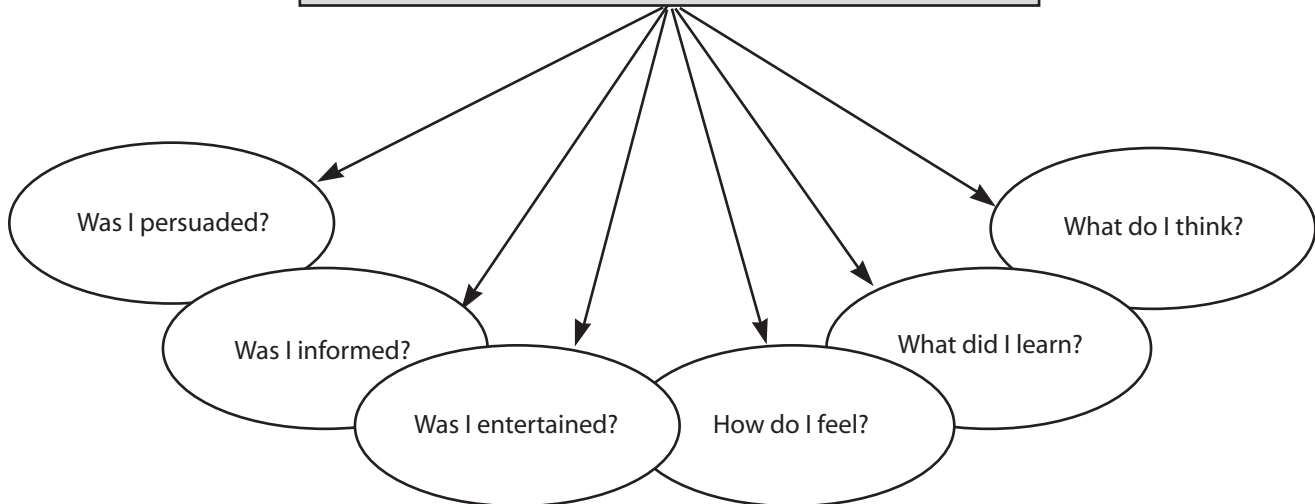
# Viewing Explore More Media

## Stage 3: Reflecting

**Step #6**  
What kind of message did this media have?  
– To make money?  
– To gain power or authority over others?  
– To present ideas about how people should think or behave?  
– To experiment with different kinds of ideas?  
– To prove something?

**Step #7**  
What did I think about the speaker's ideas?  
– Were the ideas relevant and clearly phrased?  
– Were arguments appropriately phrased?  
– Were the arguments supported with evidence?  
– What kinds of evidence did the speaker use?

**Step #8**  
How would I evaluate the speaker's effectiveness?



*I'm ready to explore more  
Explore More media!*



# Viewing Explore More Media: Evaluating a Source

 Graphic Organizer

NAME: \_\_\_\_\_

DATE: \_\_\_\_\_

**DIRECTIONS:** Use the spaces below to record your information as you evaluate each source. Consider the reasoning the sources use, the information the sources choose, and the goals the sources support.

**What was said?**

**Who are the sources of information?**

- What are their backgrounds?
- How are they qualified?

- Why would they say this?
- Why would they think this?

**What is at stake for the stakeholders?**

- What do they want?
- What do they need?
- What would they gain?
- What would they lose?
- Whom do they represent?
- What do they represent?

Overall, I rate the credibility of this source as...

0      1      2      3      4      5      6      7      8      9      10  
not at all credible highly credible

Overall, I rate the value of this information as...

0      1      2      3      4      5      6      7      8      9      10  
not at all valuable highly valuable

I agree because...

I disagree because...

I strongly agree because...

I strongly disagree because...