# Media Literacy Basics for Prevention Professional

# July 15, 2020

# Webinar Worksheet and Notes

***Your analysis of the billboard ad regarding marijuana:***

1. All media messages are constructed. *Who created this message?*
2. Media messages are constructed using a creative language with its own rules. *What creative techniques are used to attract my attention?*
3. Different people experience the same media message differently. *How might different people understand this message differently?*
4. Media have embedded values and points of view. *What values, lifestyles and points of view are represented in, or omitted from, this message?*
5. Most media messages are organized to gain profit and/or power. *Why is this message being sent?*

***Your analysis of the vaping YouTube video:***

1. All media messages are constructed. *Who created this message?*
2. Media messages are constructed using a creative language with its own rules. *What creative techniques are used to attract my attention?*
3. Different people experience the same media message differently. *How might different people understand this message differently?*
4. Media have embedded values and points of view. *What values, lifestyles and points of view are represented in, or omitted from, this message?*
5. Most media messages are organized to gain profit and/or power. *Why is this message being sent?*

**How can you incorporate media literacy into your prevention strategies?**

**What actions will you take following this webinar?**