

## **These "3 Rs" make up the foundation for the media literacy process.**

**REVIEW** **Review the actual content of the presentation.** After viewing a sitcom, for instance, take time to think about the story, its message, the characters, the setting, the dialog, etc. Some appropriate questions are:

- How realistic was it?
- Was there a moral?
- Was some of the language offensive?
- Was it realistic? Was it entertaining?
- How timely was the message?

**REFLECT** **Reflect on both the content and the format of the message.** Writing in a journal can encourage this aspect of critical thinking. Take time to actively consider what the message was. Personal beliefs, ideas, and opinions are used to evaluate all incoming messages. After reading a magazine ad, for example, consider:

- Do I agree or disagree with the ad's statements?
- What, if any, difference will it make in my life?
- How do I feel about the content and the format?
- Who was the intended audience? Was it directed at me?
- Did the people in the ad represent me, my family, or my friends?
- Did it encourage or offend me?
- Who sponsored this message and why?
- Is this information reliable?
- Does it present a biased viewpoint?

**REACT** **React to the message.** Take a stand or decide on an action. After watching a newscast, for instance, your opinion may be changed regarding a social issue. Perhaps this will cause you to vote - in favor of a local candidate or against a new ordinance. Reaction to a message might merely reaffirm an existing idea or opinion. Or after reading an editorial you may feel more convinced than ever about your opposition to a new shopping mall in your area. Reacting may result in a personal decision about time, money, behavior, or attitudes. Some considerations might be:

- What can I do to support this issue?
- What can I do to oppose this project?
- Should I buy that product?
- Is this something I would like to know more about?