

<b>Media Literacy Domain</b>	<b>Media Literacy Core Concept</b>
AA: Authors and Audiences	AA1: Authors create media messages for profit and/or influence
	AA2: Authors target specific audiences
MM: Messages and Meanings	MM1: Messages contain values and specific points of view
	MM2: Different people interpret messages differently
	MM3: Messages affect attitudes and behaviors
	MM4: Multiple production techniques are used
RR: Reality and Representation	RR1: Messages filter reality
	RR2: Messages omit information

The above model represents an integration of 2 theoretical frameworks (Bazalgette C.,1992; Thoman E., 2003).