



Core Concepts Worksheet

Media Program: _____ Date: _____

Core Concept	Example from Media
1. Authors create media messages for profit and/or influence	
2. Authors target specific audiences	
3. Messages contain values and specific points of view	
4. Different people interpret messages differently	
5. Messages affect attitudes and behaviors	
6. Multiple production techniques are used	
7. Messages filter reality	
8. Messages omit information	