**Analyzing Propaganda: What to look for.**

1. **Reality Check:** Consider what is accurate and inaccurate about the content of a media message.
2. **Private Gain or Public Good:** Consider who is benefitting financially (or in other ways) from the distribution of this media message.
3. **What’s Left Out?** Noticing omitted information helps to identify the point of view of a media message.
4. **Values Check**: How does this media message align with or contradict your own values?
5. **Read Between the Lines:** What ideas are implied but not stated directly in the media message?
6. **Stereotype Alert:** Consider the ways that stereotypes are used to influence your emotions.
7. **Solutions Too Easy:** Consider how the media message attracts your attention by simplifying ideas.

h.     **Record/Save for Later:** Decide upon the overall worth and value of the message.