### **APPARTS**

#### AUTHOR

- ♦ Who created the material?
- ♦ What do you know about the author/producer?
- ♦ What is the author's/producer's point of view?
- ♦ What do you know about who paid for, wrote, created, or commissioned the material?

### PLACE AND TIME

- ♦ Where/When was the material produced?
- How might this affect the meaning of the material?
- Where did audiences originally encounter the material?
- ♦ What larger historical issues or debates does this material address?

## PRIOR KNOWLEDGE

- ♦ Beyond information about the author and context of its creation, what do you know that would help you further understand the material?
- What do you know from experience or history that would help you further understand the material?
- Are there recognizable symbols? What do they represent?

## **AUDIENCE**

- ♦ For whom was the material created and how might this affect its reliability?
- ♦ Who was the intended audience? How does this impact its content and reliability?
- ♦ Who was likely to pay attention to, or be influenced by, this material?
- ♦ How might different audiences react differently to this material?

## REASON

- ♦ Why was this material produced? How might this affect its reliability?
- Why was this material produced at the time it was?
- ♦ What political, economic or social need on the part of the producer(s) does the material address?
- What information/argument does this material convey?
- Does this material contain any messages about values, ways of life, or how the world should work?

### THE MAIN IDEA

What point is the material trying to convey?

# **SIGNIFICANCE**

- ♦ Why is this material important?
- ♦ What are the social, economic and/or political implications of this material?
- What effect might/did this material have?

The above material is a compilation of a worksheet developed for AP vertical teaming and one developed by the University of Texas for Media Education.