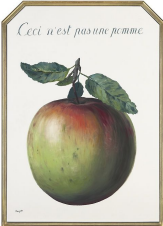


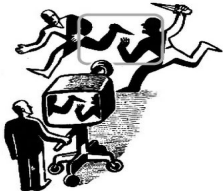



**CML's FIVE CORE CONCEPTS AND KEY QUESTIONS
FRAMEWORK FOR CONSUMERS AND PRODUCERS**

CML's Questions/TIPS (Q/TIPS)

#	Key Words and Image	Deconstruction: CML's 5 Key Questions (Consumers)	CML's 5 Core Concepts	Construction: CML's 5 Key Questions (Producer)
1	Authorship  "This is not an apple" <i>Magritte</i>	Who created this message?	All media messages are constructed.	What am I authoring ?
2	Format 	What creative techniques are used to attract my attention?	Media messages are constructed using a creative language with its own rules.	Does my message reflect understanding in format , creativity and technology?
3	Audience 	How might different people understand this message differently?	Different people experience the same media message differently.	Is my message engaging and compelling for my target audience ?
4	Content 	What values, lifestyles and points of view are represented in or omitted from this message?	Media have embedded values and points of view.	Have I clearly and consistently framed values, lifestyles and points of view in my content ?
5	Purpose 	Why is this message being sent?	Most media messages are organized to gain profit and/or power.	Have I communicated my purpose effectively?