The five key questions of media literacy one must always employ when analyzing visual media as text are:

1. Authorship: "Who created this message?"

2. Format: "What creative techniques are used to attract my attention?"

3. Audience: "How might different people understand this message differently than me?"

4. Content: "What values, lifestyles and points of view are represented in, or omitted from, this message?"

5. Purpose: "Why is this message being sent?"
To successfully analyze popular music videos and expand on the preexisting five key questions of media literacy, you will answer the following set of original follow-up questions that are music video-specific—as well as the four follow-ups for each of the main question—to help prompt critical thought and advance media literacy about Beyonce’s album *Lemonade*.

You only need to answer these questions regarding the song you have chosen to analyze from the album.
1. **Authorship: “Who created this message?”**

   a. Who is explicitly identified as a creator?
   b. Who created the song(s)?
   c. Who created the music video?
   d. What are some major components of the music video that people created?
2. Format: “What creative techniques are used to attract my attention?”

   a. What techniques are used in the music?
   b. What techniques are used in the music video?
   c. How does this music video seem influenced by popular culture?
   d. How has this music video seemingly influenced popular culture?
3. **Audience: “How might different people understand this message differently than me?”**

   a. Who do you think are some target audiences for this music video?
   
   b. What components of the music video indicate its target audience?
   
   c. What parts of the music video seem open to interpretation?
   
   d. What parts of the music video seem controversial? To whom?
1. **Content:** “What values, lifestyles and points of view are represented in, or omitted from, this message?”

   a. How does the music video convey this?
   b. How do you think this relates to the music video’s creators?
   c. How do you think this relates to the music video’s target audience?
   d. What may have caused these representations and omissions?
5. Purpose: “Why is this message being sent?”

a. Why was this music created?
b. Why was the music video created?
c. Why was the music video created for this format? (I.e., cable television, the Web, DVD, etc.)
d. Who would benefit from the music video’s popularity?
6. Write a Reflection in Your Journal

Using the answers to your questions write a reflection on Authorship, Format, Audience, Content and Purpose regarding the video of the song you chose to analyze.