

Media Literacy Worksheet: Analyzing Social Media Pages

Based on NAMLE Key Questions for Analyzing Media

Student Name: _____

Date: _____

Instructions

Your teacher will provide two social media pages (or accounts/posts). Use the NAMLE framework to analyze them. Answer **only the four questions** below (one from each major section). Then complete the rhetorical appeals (ethos, pathos, logos) section for each page. Write complete, evidence-based answers in the table cells.

Social Media Page 1: _____

Social Media Page 2: _____

NAMLE Key Questions Analysis

Question (one from each NAMLE section)	Social Media Page 1	Social Media Page 2
1. Authors & Audiences Why was this made? Who is the target audience?		
2. Messages & Meanings – Content What does this want me to think (or think about)? What is left out that might be important to know?		
3. Messages & Meanings – Techniques & Format What techniques are used to communicate meaning, and why? How does the format impact my experience?		
4. Reflections & Evaluations – Credibility Is this fact, opinion, or something else? How credible is this (and how do you know)?		

Rhetorical Appeals (Ethos, Pathos, Logos)

This section is in addition to the NAMLE questions.

Appeal	Social Media Page 1	Social Media Page 2
Ethos (Credibility / Trust) How does the page build (or fail to build) trust and authority? (credentials, tone, consistency, sources)		
Pathos (Emotion) What emotions does the page try to create? How does it use images, language, stories, or design?		
Logos (Logic / Reason) What facts, data, arguments, or logical claims are used? Are they clear and well-supported?		

Final Reflection

Which page was more persuasive overall, and why? Consider both the NAMLE analysis and the rhetorical appeals.
