8. MEDIA LITERACY

©Literacies for the Digital Age to Teach
in the K-12 Classroom
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http://namle.net/publications/core-principles/

"WE ARE DROWNING IN INFORMATION BUT STARVED FOR KNOWLEDGE."

---John Naisbitt, Megatrends

http://www.medialit.org/reading-room/10-benefits-media-literacy-education

ESSENTIAL DEFINITIONS OF IMPORTANT TERMINOLOGY

http://namle.net/publications/media-literacy-definitions/
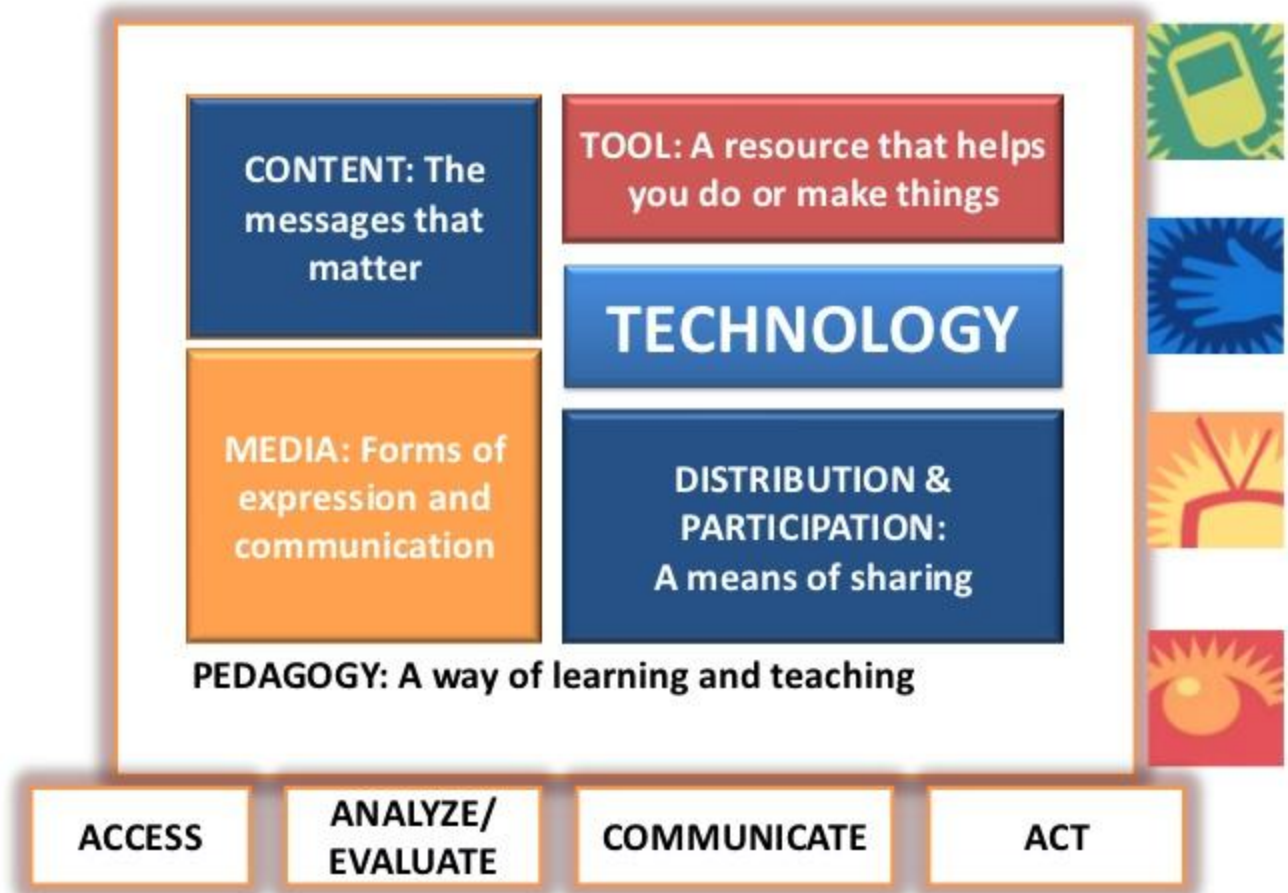
- "**Media** = all electronic or digital means and print or artistic visuals used to transmit messages; newspapers, magazines, and billboards, radio, television, videocassettes, video games, and computer games.

- **Literacy** = the ability to encode and decode symbols and to synthesize and analyze messages.

- **Media literacy** = the ability to encode and decode the symbols transmitted via media and the ability to synthesize, analyze and produce mediated messages.

- **Media education** = the study of media, including 'hands on' experiences and media production.

- **Media literacy education** = the educational field dedicated to teaching the skills associated with media literacy."

CONTENT: The messages that matter

TOOL: A resource that helps you do or make things

TECHNOLOGY

MEDIA: Forms of expression and communication

DISTRIBUTION & PARTICIPATION: A means of sharing

PEDAGOGY: A way of learning and teaching

ACCESS | ANALYZE/ EVALUATE | COMMUNICATE | ACT

http://www.slideshare.net/reneehobbs/oklahoma-sept-08-presentation/

c July 2013

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MULTIPLE DEFINITIONS OF MEDIA LITERACY
TO REFLECT DIFFERENT POINTS OF VIEW, APPROACHES, GOALS, AND AUDIENCES

- 1. Media literacy is the ability to understand
  - how mass media work,
  - how they produce meanings,
  - how they are organized, and
  - how to use them wisely.

  http://www.cmp.ucr.edu/education/programs/digitalstudio/studio_programs/vidkids/medialit.html

- 2. Media literacy is seen within North America to consist of a series of communication competencies, and information in a variety of print and non-print forms, including the ability to
  - **ACCESS INFORMATION**,
  - **ANALYZE INFORMATION**,
  - **EVALUATE INFORMATION**, and
  - **COMMUNICATE** INFORMATION.

  http://namle.net/publications/media-literacy-definitions/

URGENCY TO TEACH MEDIA LITERACY

- "The dangers of not thinking about media are greatest for young children, who are among our nation's heaviest but least sophisticated viewers. By failing to help them develop media literacy skills that will allow them to analyze critically what they see and later read, we allow their developing visions of themselves to be controlled by men and women remote from them and from us, whose values and visions we may not share."

- to empower young people to understand the mass media and how it works so that they can be in control of this important aspect of their own lives.
http://www.cmp.ucr.edu/education/programs/digitalstudio/studio_programs/vidkids/medialit.html

RATIONALE FOR TEACHING MEDIA LITERACY
http://namle.net/publications/media-literacy-definitions/

- Individuals need to develop expertise with the increasingly sophisticated information and entertainment media that affect human thinking, feeling, and behaving.

- Contemporary information and entertainment technologies communicate to various audiences through powerful words, images, and sounds.

- A wider set of literacy skills are required to comprehend and answer received messages.

- Literacy in a media age requires critical thinking skills to make decisions in multiple roles.

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QUALITIES OF MEDIA LITERATE STUDENTS

- The media literate person
  - can describe the role media play in his or her
  - understands the basic conventions of various media,
  - enjoys their use in a deliberately conscious way,
  - understands the impact of music and special effects in heightening the drama of a television program or film, and
  - is in control of his or her media experiences.
  - http://www.cmp.ucr.edu/education/programs/digitalstudio/studio_programs/vidkids/medialit.html

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PURPOSES OF MEDIA LITERACY EDUCATION [MLE]

- requires active inquiry and critical thinking about the messages we receive and create.

- expands the concept of literacy to include all forms of media (i.e., reading and writing).

- builds and reinforces skills for learners of all ages. Like print literacy, those skills necessitate integrated, interactive, and repeated practice.

- develops informed, reflective and engaged participants essential for a democratic society.

- recognizes that media are a part of culture and function as agents of socialization.

- affirms that people use their individual skills, beliefs and experiences to construct their own meanings from media messages. http://namle.net/publications/core-principles/

10 BENEFITS OF MEDIA LITERACY EDUCATION

- **"1. Meets the needs of students to be wise consumers of media**, managers of information and responsible producers of their ideas using the powerful multimedia tools of a global media culture.

  2. Engages students. . . bringing the world of media into the classroom connects learning with "real life" and validates their media culture as a rich environment for learning.

- **3. Gives students and teachers alike a common approach to critical thinking** that, when internalized, becomes second nature for life."

- http://www.medialit.org/reading-room/10-benefits-media-literacy-education

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10 BENEFITS OF MEDIA LITERACY EDUCATION

- 4."Provides an opportunity for integrating all subject areas and creating a common vocabulary that applies across all disciplines.

- 5. Helps meet state standards while, at the same time using fresh contemporary media content which students love.

- 6. Increases the ability and proficiency of students to communicate (express) and disseminate their thoughts and ideas in a wide (and growing) range of print and electronic media forms - and even international venues.

- 7. Media literacy's "inquiry process" transforms teaching and frees the teacher to learn along with students -- becoming a "guide on the side" rather than a "sage on the stage."

- http://www.medialit.org/reading-room/10-benefits-media-literacy-education

10 BENEFITS OF MEDIA LITERACY EDUCATION

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- 8." By focusing on process skills rather than content knowledge, students gain the ability to analyze *any* message in *any* media and thus are empowered for living all their lives in a media-saturated culture.

- 9. By using a replicable model for implementation, such as CML's Media Lit Kit with its *Five Key Questions*, media literacy avoids becoming a "fad" and, instead, becomes sustainable over time because students are able to build a platform with a consistent framework that goes with them from school to school, grade to grade, teacher to teacher and class to class. With repetition and reinforcement over time, students are able to internalize a checklist of skills for effectively negotiating the global media culture in which they will live all of their lives.

- 10. Not only benefits individual students but benefits society by providing tools and methods that encourage respectful discourse that leads to mutual understanding and builds the citizenship skills needed to participate in and contribute to the public debate."

SAMPLE MEDIA LITERACY LESSON PLANS

- http://www.readwritethink.org/classroom-resources/lesson-plans/investigating-junk-mail-negotiating-321.html Lesson Plan Investigating Junk Mail: Nego-tiating Critical Literacy at the Mailbox

- http://www.readwritethink.org/classroom-resources/lesson-plans/critical-media-literacy-commercial-97.html Lesson Plan

- Critical Media Literacy: Commercial Advertising

- http://www.readwritethink.org/classroom-resources/lesson-plans/cover-cover-comparing-books-1098.html Lesson Plan Cover to Cover: Comparing Books to Movies

SAMPLE MEDIA LITERACY LESSON PLANS

- http://www.readwritethink.org/classroom-resources/lesson-plans/media-literacy-examining-world-966.html Lesson Plan

- Media Literacy: Examining the World of Television Teens

- http://www.readwritethink.org/classroom-resources/lesson-plans/mytube-changing-world-with-1069.html Lesson Plan MyTube: Changing the World With Video Public Service Announcements

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"Media Literacy as Literacy for the Information Age"

- *A slideshare presentation by Renee Hobbs, Ed.D., Temple University, Philadelphia, PA*

http://www.slideshare.net/reneehobbs/oklahoma-sept-08-presentation/

MEDIA LITERACY SOURCES

- http://namle.net/publications/media-literacy-definitions/ *Media Literacy Defined, The Basic Definition,* NAMLE National Association For Media Literacy Education

- http://www.cmp.ucr.edu/education/programs/digitalstudio/studio_programs/vidkids/medialit.html *A Few Words about "Media Literacy,"* adapted in part from the book *Media & You: An Elementary Curriculum.*

- National Association for Media Literacy Education. (2007, November). *Core principles of media literacy education in the United States.* Retrieved July 25, 2013, from http://namle.net/wpcontent/uploads/2013/01/CorePrinciples.pdf

MEDIA LITERACY SOURCES

- http://www.medialit.org/reading-room/10-benefits-media-literacy-education *10 BENEFITS OF MEDIA LITERACY EDUCATION*, CENTER for MEDIA LITERACY [CML]

- http://www.slideshare.net/reneehobbs/oklahoma-sept-08-presentation   Media Literacy as Literacy for the Information Age, *A slideshare presentation by Renee Hobbs, Ed.D., Temple University, Philadelphia, PA*

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