

# Media Literacy

## Key Concepts

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# What is media literacy?

*(or media education)*

» Media literacy is the ability to access, analyze, evaluate and communicate information in a variety of forms including print and non-print messages.

~P. DeBenedittis



# What is media literacy?

*(or media education)*

- » Media literacy is the ability to interpret and create personal meaning from the hundreds, even thousands of verbal and visual symbols we take in every day through television, radio, computers, newspapers, magazines and advertising. It's the ability to choose and select, the ability to challenge an question, the ability to be conscious about what's going on around you and not be passive and, therefore, vulnerable. It helps people become competent, critical and literate in all media forms so that they can control the interpretation of what they see or hear rather than letting the interpretation control them.

~Elizabeth Thoman



# What is media literacy?

*(or media education)*

» Media literacy is learning to watch, listen to, and read media like an expert

~Carl Bybee

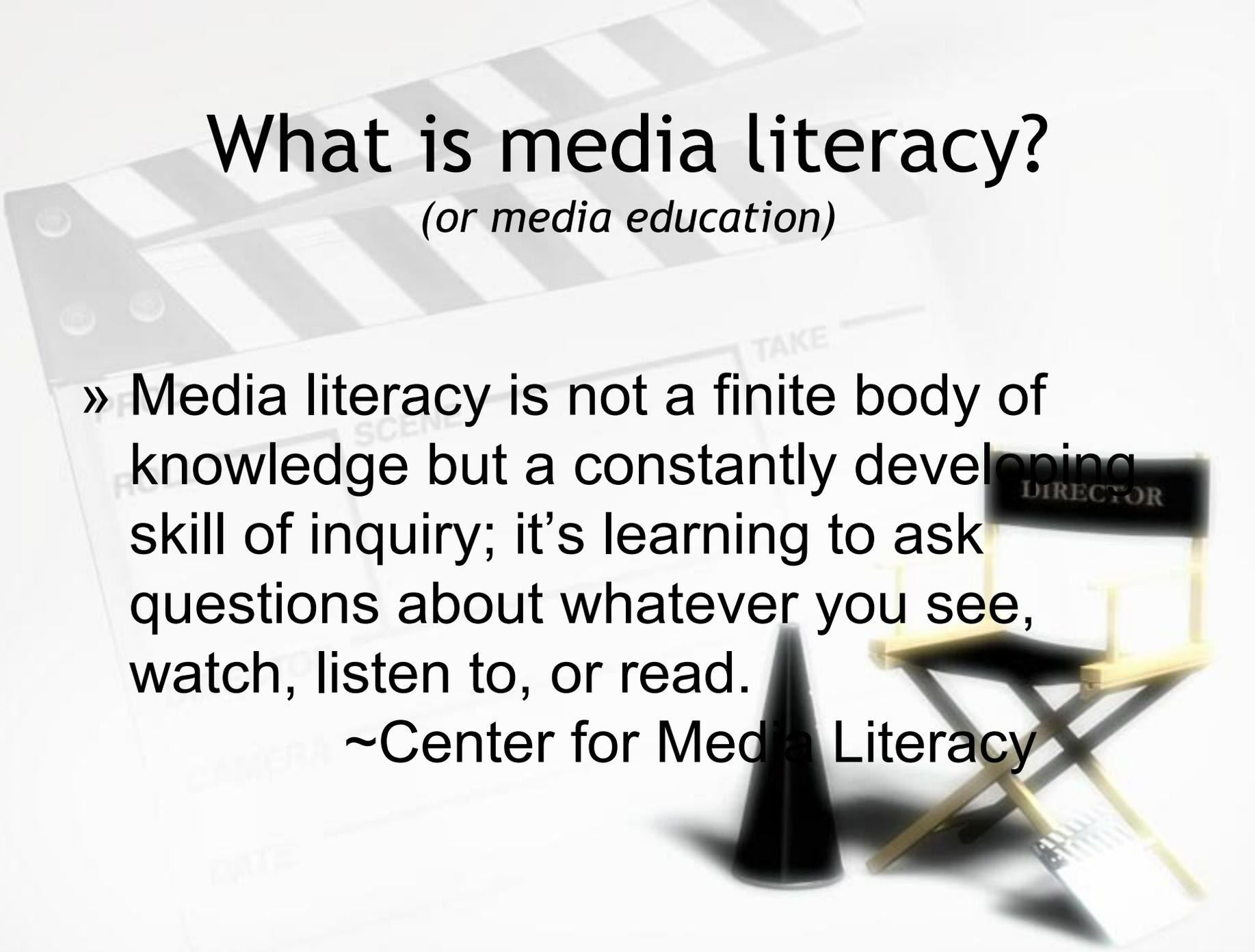


# What is media literacy?

*(or media education)*

» Media literacy is not a finite body of knowledge but a constantly developing skill of inquiry; it's learning to ask questions about whatever you see, watch, listen to, or read.

~Center for Media Literacy



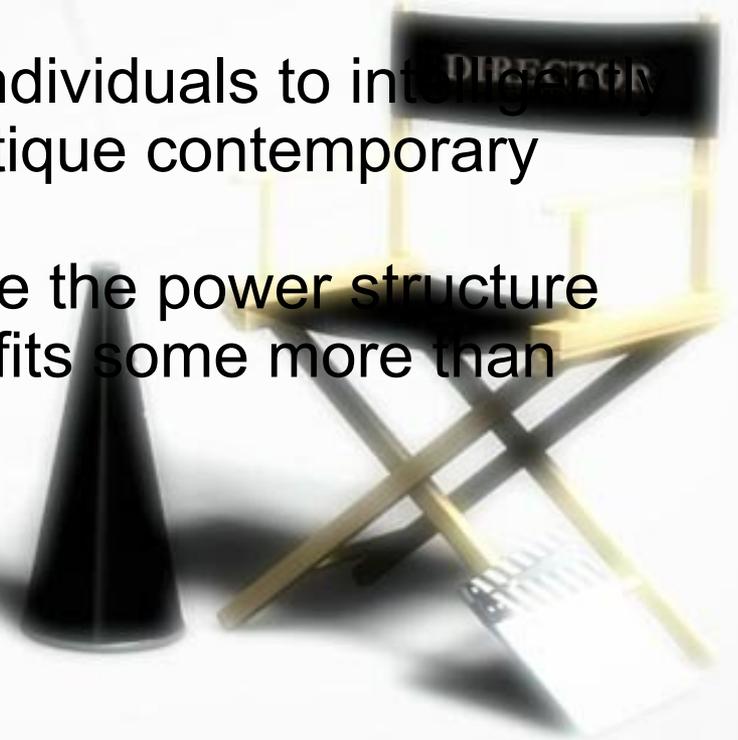
# Why should we care about media literacy?

- » The media are something we all share.
- » Media are the primary educators of our day.
- » The media construct our reality.
- » We spend more time with the media than with anything else.



# What can media literacy do?

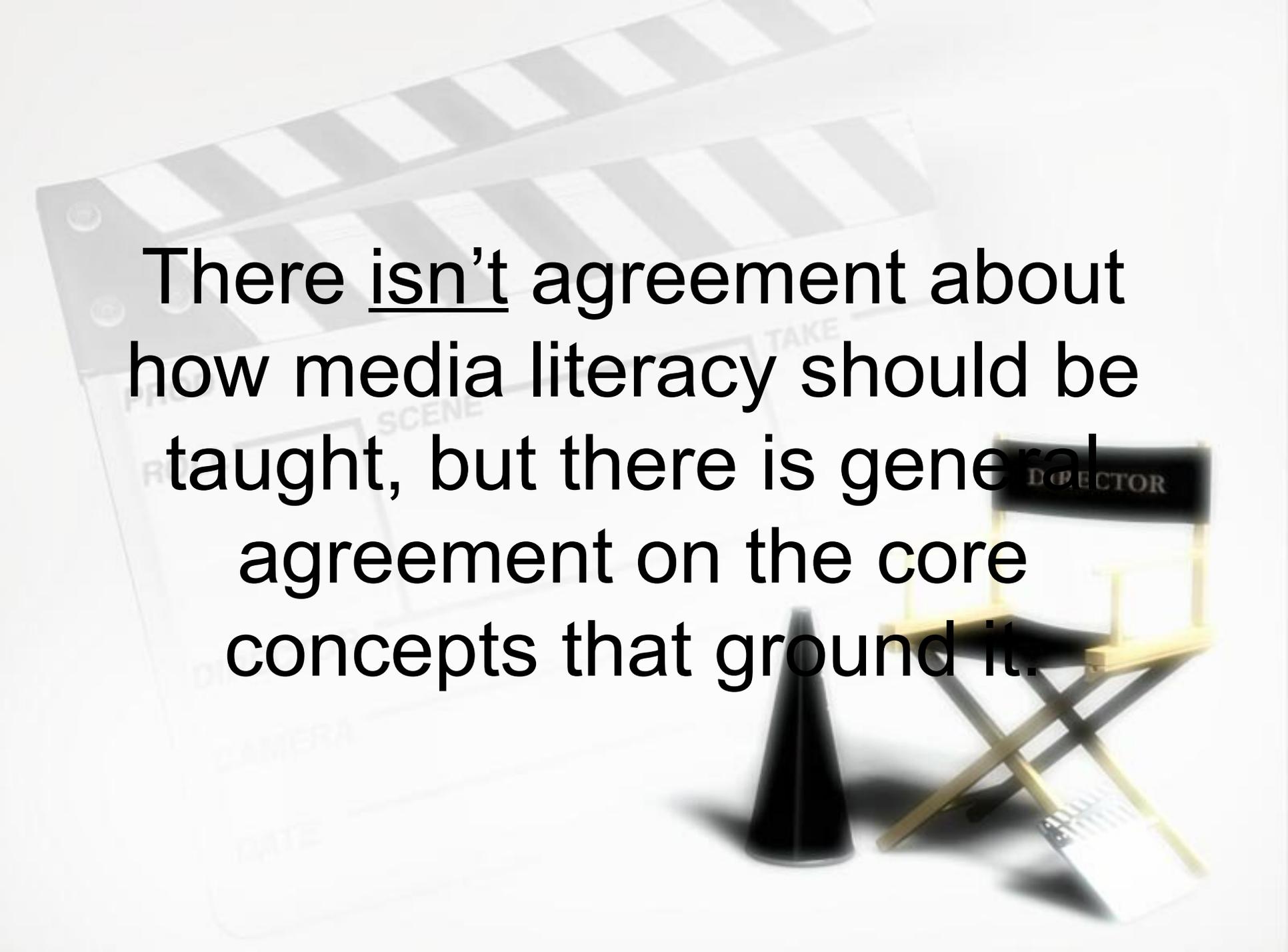
- » Media literacy can create a more robust democracy by engaging people in real-world issues, including those in the political realm.
- » Media literacy can empower individuals to intelligently access, read, interpret and critique contemporary media.
- » Media literacy can make visible the power structure of knowledge and how it benefits some more than others.



# What can media literacy do?

- » Media literacy can help people understand how media construct meanings, influence and educate audiences, and impose their messages and values.
- » Media literacy can deepen people's understanding of identity, diversity and difference.
- » *Put simply, media literacy can foster critical thinking.*



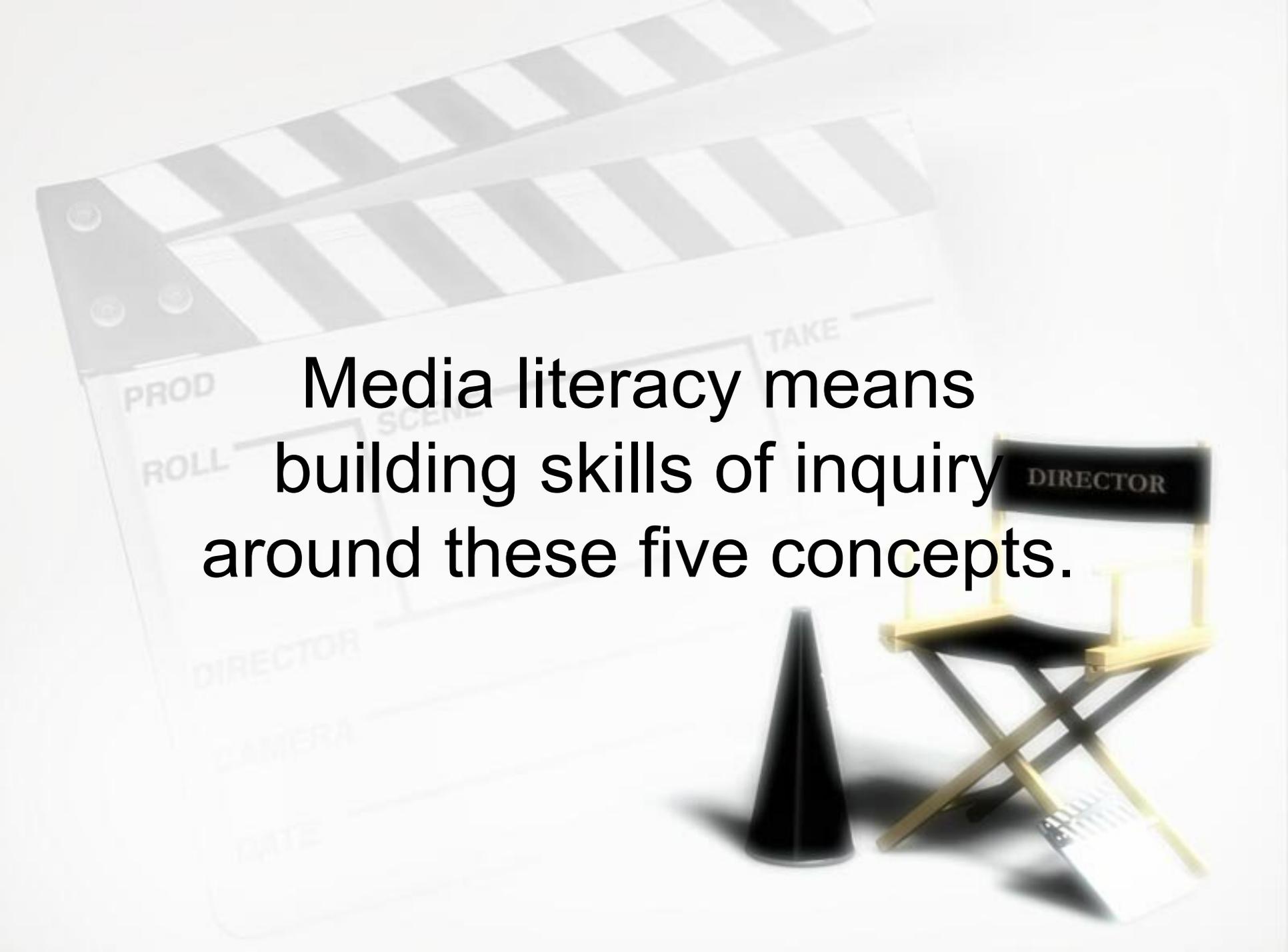
A clapperboard is positioned in the upper left, partially obscured by the text. It features a black and white striped top bar and fields for 'TAKE', 'SCENE', 'DIRECTOR', 'CAMERA', and 'DATE'. A director's chair with a black backrest and gold frame is on the right. A black traffic cone is in the lower center. The text is centered over these elements.

There isn't agreement about how media literacy should be taught, but there is general agreement on the core concepts that ground it.

# Five key concepts of media literacy

- » All media messages are constructed.
- » Media messages are constructed using a creative language that has its own rules.
- » Different people experience the same media message differently.
- » Media are primarily businesses driven by a profit motive.
- » Media have embedded values and points of view.



A clapperboard is positioned in the upper left, tilted. It features a black and white striped top section and a white section below with fields for 'PROD', 'ROLL', 'SCENE', 'TAKE', 'DIRECTOR', 'CAMERA', and 'DATE'. To the right of the clapperboard is a director's chair with a black seat and backrest and a gold-colored frame; the backrest has the word 'DIRECTOR' written on it. In the foreground, between the clapperboard and the chair, is a black traffic cone. The background is a plain, light-colored surface.

**Media literacy means  
building skills of inquiry  
around these five concepts.**

# How are these skills built?

- » Through careful watching, listening, reading, etc.
- » Through asking questions (media literacy is not about having the right answers; it's about asking the right questions)
- » And through practice



# Important questions to ask:

» What is there?

- ~the content/message (text-centered critique)
- ~the meaning (audience-centered critique)

» What is not there/what's left out?

» What and who is behind the message?  
(producer-centered critique)



# Schnorhakalutyun!

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