

WHAT DOES IT MEAN TO BE MEDIA LITERATE?

Media Literacy is the ability to read, analyze, evaluate and produce communication in a variety of media forms.

What are the skills which will help us become media literate?

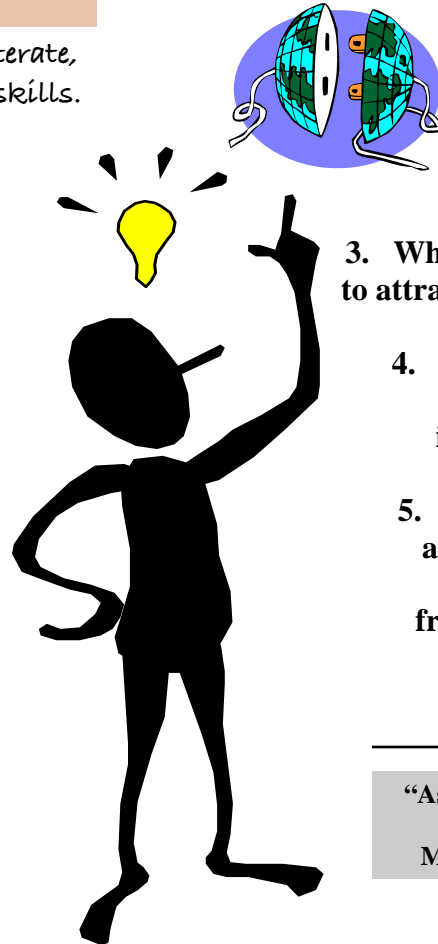
In order to become more media literate, we have to use critical thinking skills.

Effective critical thinkers:

1. Analyze material
2. Interpret messages (direct and hidden)
3. Notice details
4. Understand sequencing
5. Integrate aural and visual elements
6. Identify what is fact and what is opinion.
7. Identify emotional appeals, reactions and motives
8. Make inferences, predictions, and conclusions.

These skills can be applied across the curriculum.

They employ the mechanics of writing (use of grammar, spelling, dictionaries) and the ability to read (emphasizing comprehension and interpretation).



Asking Critical Questions

When studying the media, use these questions to help you think critically about purpose, audience, point of view and representation.

1. Who created this message?
2. What is the purpose of this message?
 - .to inform?
 - .to persuade?
 - .to entertain?
 - .for self-expression?
 - .to teach?
 - .to make money?
3. What techniques are used to attract and hold attention?
4. What point of view is represented in this message?
5. What information and points of view may be missing from this message?

“Asking Critical Questions”
courtesy of
Maryland Public Schools

SKILLS for the 21st Century



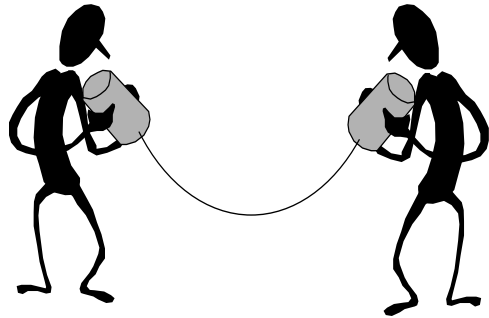
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MEDIA LITERACY

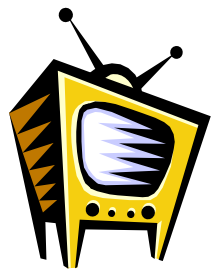
for the
Information Age

WHAT IS MEDIA?

*The media are vehicles which carry messages to be communicated.
(singular—"medium")*



Common media vehicles
(channels or venues) are -



Print
Television
Radio
Video
Film
Computers
Telephones

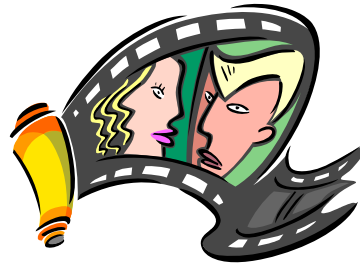
Some Media Categories

Text
Music
Film
Video
Photographs
Animation
Graphics
Audio (words,
sounds)



What are some media formats?

Web sites
Scripts
Catalogs
Greeting Cards
Video Games
Buttons
Videos
Cartoons
Advertisements
(print, radio, television)



Posters
Letters
Surveys
Plays
Dances

Badges
PSAs
Books

Songs
Magazines
Email
Photographs
Instant Messages
Brochures

Musical Scores
Guidebooks
Business Cards
Invitations
Certificates
Envelopes
Gift Certificates

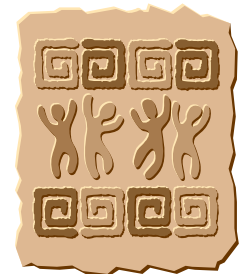


Banners
Flyers
Speeches
Programs
Labels



Video Covers
CD Covers
Book Covers
Business forms
Newsletters
Press Releases
Guidebooks

Badges
Labels
Paintings
Menus
Film
Lists
Signs



Letterhead
Drawings
Worksheets
Slide Shows
Newspaper
Skits
Poetry
TV Features
Documentaries
Speeches



What is INTERACTIVE MULTIMEDIA?

It is the use of a variety of media formats in combination with computer technology—which results in the creation of effective methods of presenting information.