Digital and Media Literacy Competencies

ACCESS
✓ Keyboard and mouse skills
✓ Be familiar with hardware, storage and file management practices
✓ Understand hyperlinking & digital space
✓ Gain competence with software applications
✓ Use social media, mobile, peripheral & cloud computing tools
✓ Identify information needs
✓ Use effective search and find strategies
✓ Troubleshoot and problem-solve
✓ Learn how to learn
✓ Listening and reading comprehension

ANALYSIS
✓ Understand how symbols work: the concept of representation
✓ Identify the author, genre, purpose and point of view of a message
✓ Compare and contrast sources
✓ Evaluate credibility and quality
✓ Understand one’s own biases and world view
✓ Recognize power relationships that shape how information & ideas circulate in culture
✓ Understand the economic context of information and entertainment production
✓ Examine the political and social ramifications of inequalities in information flows

CREATE
✓ Recognize the need for communication and self-expression
✓ Identify your own purpose, target audience, medium & genre
✓ Brainstorm and generate ideas
✓ Compose creatively using language, image, sound and multimedia
✓ Writing & speaking skills
✓ Editing & revising in response to feedback
✓ Use appropriate distribution, promotion & marketing channels
✓ Work collaboratively
✓ Comment, curate and remix

REFLECT
✓ Recognize how entertainment media communicate values & ideology
✓ Understand how differences in values and life experience shape people’s media use and message interpretation
✓ Appreciate risks and potential harms of digital media
✓ Apply ethical judgment and social responsibility to communication situations
✓ Understand how concepts of ‘private’ and ‘public’ are reshaped by digital media
✓ Appreciate & respect legal rights & responsibilities (copyright, intellectual freedom)
✓ Learn that communication can maintain the status quo or change the world

TAKE ACTION
✓ Participate in communities of shared interest to advance an issue
✓ Be a change agent in the family & workplace
✓ Participate in democratic self-governance
✓ Speak up when you encounter injustice
✓ Respect the law and work to change unjust laws
✓ Use the power of communication and information to make a difference in the world