

Authors and Audiences

1. Authors create media for different purposes.
2. Authors target specific audiences.
3. Both authors and audiences add value to media messages as part of an economic and political system.

Messages and Meanings

4. People make interpretations of messages that can be shaped by the context in which they experience them and the context in which they were produced.
5. Production techniques are used to construct messages.
6. The content of media messages contains values, ideology and specific points of view.
7. Messages have effects on people's attitudes and behaviors.

Representations and Realities

8. Messages are selective representations of reality.
9. Messages use stereotypes to express ideas and information.
10. Authority and authenticity are features of media messages that can be assessed.



Instructional Practices of Media Literacy

1. Media diary: record-keeping activities that help people keep track of media choices to heighten awareness of media in daily life, helping people actively reflect on choices, personal habits, pleasures, sharing and participation.

2. Inquiry, search and research activities involve asking questions, finding, evaluating and sharing content from a variety of sources to explore and learn. Using inquiry strategies appropriate to one's needs helps people make discriminating choices about content, quality and relevance.

3. Reading, viewing, listening and discussing involve the active interpretation of multimedia texts to acquire new ideas, perspectives and knowledge. Dialogue and sharing help deepen understanding and appreciation by connecting new ideas to lived experience.

4. Close analysis activities involve careful examination of the constructed nature of a particular text as a means to examine the author's intent, genre, design, form, content, and point of view.

5. Cross-media comparison activities involve comparing and contrasting two texts to discover and identify patterns, including issues of representation and the political, social, cultural and economic context in which media messages circulate and express meanings.

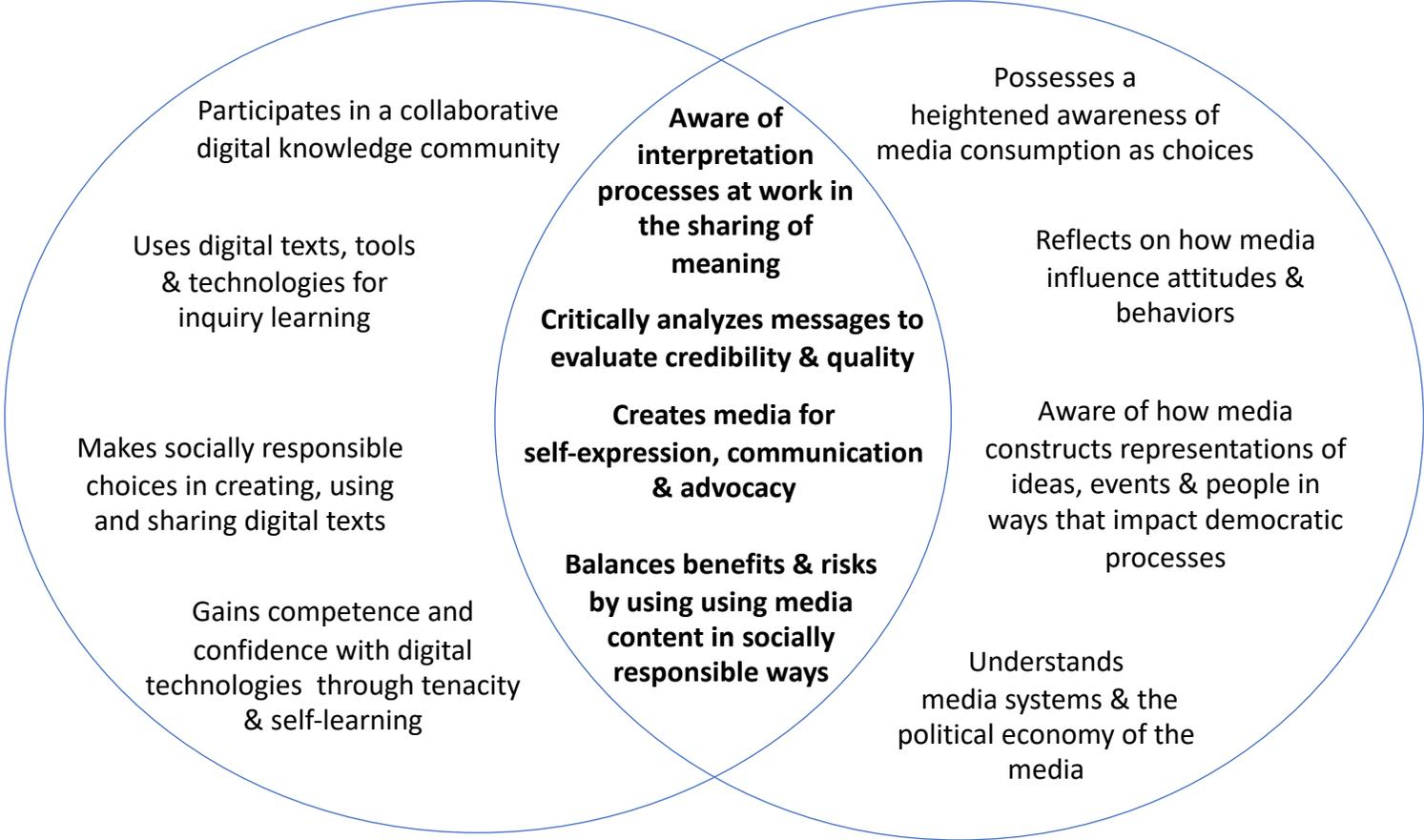
6. Gaming, simulation and role playing are playful activities promote imagination, creativity and decision-making skills, supporting people's reflective thinking about choices and consequences.

7. Media composition activities involve learners in using a combination of language, images, sound, music, special effects and interactivity provides real-world experience addressing a particular audience in a specific context to accomplish a stated goal.

8. Civic action activities use the power of communication and information to make a difference in the world. By analyzing and creating media in relation to shared civic values and goals, students develop teamwork, collaboration and knowledge sharing in the context of a real-world community purpose.



Compare & Contrast



DIGITAL LITERACY

MEDIA LITERACY