“Media literacy is not a new subject to teach; but a new way to teach all subjects.”

Elizabeth Thoman
Center for Media Literacy
Media Messages & Media Literacy

- Media Statistics
- Define Media Literacy
- Cultural Perceptions & Stereotyping
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College Students
aka
MediaSnackers
In 2006, the average American spent just over 3,500 hours a year with media.

The rise of social networking sites such as Facebook and MySpace.com.
6 corporations control most of media in the United States

WALMART spends more than $4 million a day on advertising
Computer games are a global phenomenon and a $25 billion dollar a year industry.
Define Media Literacy

- **Media** refers to electronic or digital means & print or artistic visuals used to transmit messages.
- **Literacy** is the ability to encode & decode symbols and to access and analyze messages.
- **Media literacy** is the ability to encode & decode the symbols transmitted via media and the ability to access, analyze & produce mediated messages.
- **Media literacy education** is the educational field dedicated to teaching the skills associated with media literacy.

Adapted from http://www.amlainfo.org/media-literacy/definitions
Define Media Literacy

Media literacy provides a framework to access, analyze, evaluate & produce messages in a variety of forms — from print to YouTube videos.

*Media literacy builds an understanding of the role of media in society as well as essential skills of inquiry and self-expression necessary for citizens of a democracy.*

Adapted from Center for Media Literacy: http://www.medialit.org/reading_room/rr2def.php
Define Media Literacy

- A four-step inquiry process
  - Access
    - information from a variety of sources.
  - Analyze and explore
    - how messages are “constructed” whether print, verbal, visual or multi-media.
  - Evaluate
    - media’s explicit and implicit messages against one’s own ethical, moral, and/or democratic principles.
  - Action or creation
    - Produce own messages using a variety of media tools.

Define Media Literacy

- Media 'bashing' is **NOT** media literacy.
- Merely producing media is **NOT** media literacy.
- Just teaching with multimedia content is **NOT** media literacy.
- Simply looking for political agendas, stereotypes or misrepresentations is **NOT** media literacy.
- Looking at a media message or a mediated experience from just one perspective is **NOT** media literacy.
- Media Literacy does **NOT** mean "don't watch" it means "**watch carefully, think critically.**"
Media messages are constructed

Messages are representations of reality with embedded values and points of view

Each form of media uses a unique set of rules to construct messages

Individuals interpret media messages and create their own meaning based on personal experience

Media are driven by profit within economic & political contexts.
Cultural Perceptions & Stereotyping

- Who created this message & why are they sending it?
- What techniques are used to attract & hold attention?
- What lifestyles, values & points of view are represented in this message?
- What is omitted from this message? Why was it left out?
- How might different people interpret this message?
How Media Teach

- Media Present Information
- Media Organize Ideas
- Media Disseminate Values
- Media Create & Reinforce Expectations
- Media Provide Models for Behaviour

How Media Teach

- Become well-informed in matters of media coverage
- Be aware of everyday contact with media and its influence on your attitude & values
- Apply key concepts to interpreting/analyzing media messages to gain insight into them

How Media Teach

- Develop sensitivity to media trends as a way of learning about culture
- Stay informed about media ownership & regulations
- Consider the role of media in decision-making

Questions & Comments

- Center For Teaching
  - centeach.uiowa.edu
  - teaching@uiowa.edu

- Kem Saichaie
  - kem-saichaie@uiowa.edu