10 Benefits of Media Literacy Education

1. **Meets the needs of college students to be wise consumers of media**, managers of information, and responsible producers of their ideas using the powerful multimedia tools of a global media culture.

2. **Engages college students**, bringing the world of media into the classroom, connects learning with "real life," and validates their media culture as a rich environment for learning.

3. **Gives college students and teachers alike a common approach to critical thinking** that, when internalized, becomes second nature for life.

4. **Provides an opportunity for integrating all subject areas** and creating a common vocabulary that applies across all disciplines.

5. **Helps meet emerging educational standards** while at the same time, using fresh contemporary media content that college students' love.

6. **Increases the ability and proficiency of college students** to communicate (express) and disseminate their thoughts and ideas in a wide (and growing) range of print and electronic media forms - and even international venues.

7. **Media literacy's "inquiry process" transforms teaching** and frees the instructor to learn along with students - becoming a "guide on the side" rather than a "sage on the stage."

8. **By focusing on process skills rather than content knowledge**, college students gain the ability to analyze *any* message in *any* medium and thus are empowered for living their lives in a media-saturated culture.

9. **By using a replicable model for implementation**, media literacy avoids becoming a "fad" and, instead, becomes sustainable over time because college students are able to build a platform with a consistent framework that goes with them from school to school, grade to grade, teacher to teacher, and class to class. With repetition and reinforcement over time, college students are able to internalize a checklist of skills for effectively negotiating the global media culture in which they will live all of their lives.

10. **Not only benefits individual college students but benefits society** by providing tools and methods that encourage respectful discourse that leads to mutual understanding and builds the citizenship skills needed to participate in and contribute to the public debate.

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1Adapted from “10 Benefits of Media Literacy Education” Center for Media Literacy.