Media Literacy

Knowledge is POWER

We start with culture

- Oral culture (pre-literate culture)
  - Language meaning is set and local
  - Knowledge is passed on orally
  - Memory is crucial
  - Myth and history intertwine
- Storytellers

Writing

- Literate culture
  - Meaning and language became more uniform
  - Long-distance and long-period communication
  - Written history and myth
- Guttenberg made writing available on a mass scale
- Industrial revolution gave us time to read

Modern communication technology

- Newspapers
- Magazines
- Motion pictures
- Radio
- Television
  - Acceptance was very quick
- Computer networks
  - Even faster

Literacy

- Definition expanded:
  - The ability to effectively and efficiently comprehend and use any form of communication.
- Media Literacy refers to the specific participation in mass communication.

Elements of media literacy

- An awareness of the impact of media.
- An understanding of the process of mass communication.
- Strategies for analyzing and discussing media messages.
- An understanding of media content as a text that provides insight into our culture and our lives.
Media literacy elements

- The ability to enjoy, understand and appreciate media content.
  - Multiple points of access
  - Star Wars
    - Adventure
    - High-budget Hollywood filmmaking
    - Cultural meaning of characters

Media literacy elements

- An understanding of the ethical and moral obligations of media practitioners.
- Development of appropriate and effective production skills

Media literacy skills

- Make an effort to understand
- Understanding and respect for the media’s power
- Distinguish emotional from reasoned responses
- Develop heightened expectations of media content
- Understand genre conventions and when they are being mixed

Media literacy skills

- Ability to think critically about media messages, no matter how credible their sources
- Knowledge of the internal language of various media and the ability to understand its effects – even if they are complex.