More Media Literacy

Importance
- Media Literacy: The ability to effectively and efficiently comprehend and use any form of mass communication.
- Media education: ongoing process to develop the skills and abilities through education, theory and review
- Why know either?
  - Gives us control over interpretations

Are you a media literate person?
- Well informed about media coverage issues
  - Fewer companies own more media outlets
  - Convergence – erosion of traditional distinctions among media due to concentration of ownership, globalization, hypercommercialism, and audience fragmentation
  - Internet pluses and minuses
Are you a media literate person?

- Aware of daily contact with the media and its influence on:
  - Lifestyles
  - Attitudes
  - Values

Are you a media literate person?

- Interpret media messages to derive insight into their meaning
  - A sports car
  - A lipstick
  - A soft drink

Are you a media literate person?

- Sensitive to media content trends as clues to culture.
  - Reality TV shows
  - Animated prime time shows
  - Internet news sites
  - Classifieds & kids’ pages in Spanish
Are you a media literate person?

- Knowledge of ownership, financial and regulatory issues the impact the industry
  - Hidden or obvious agendas
  - Quality
  - Competition
  - Audience responsiveness

Becoming media literate

- A journey, not a destination
  - Continuous
- Develops with other areas of human development – intellectual, emotional, moral
- Multidimensional
  - Cognitive - mental
  - Emotional - feeling
  - Aesthetic – artistic point of view
  - Moral – infer values underlying messages.

Your Turn

- How do you choose which television programs you watch?
- How thoughtful are your choices?
- How thoughtful are you in these circumstances?