

Media Literacy

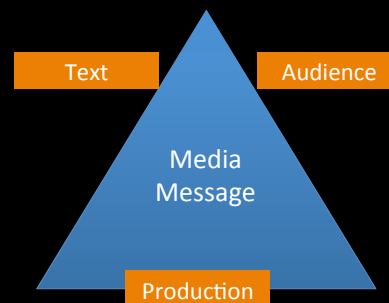
Being Media Literate

- Media Literacy is the ability to access, analyze, evaluate and create media in a variety of forms.
- Media Literacy is a 21st century approach to education. It provides a framework to access, analyze, evaluate, create and participate with messages in a variety of forms — from print to video to the Internet. 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.

Center for Media Literacy's Core Concepts

1. All media messages are "constructed".
2. Media messages are constructed using a creative language with its own rules.
3. Different People experience the same message differently
4. Media have embedded values and points of view.
5. Most media messages are organized to gain profit and/or power.

TAP framework



TEXT

- What kind of media work is this? (Magazine, T-shirt, poster, etc.)
- Are there any stereotypes? How do I know?
- In what ways does this media work tell a story?
- Whose point of view is represented?
- Are my values represented? Why or why not?
- What are the characters like?

AUDIENCE

- Who is the target audience for this media work? How can I tell?
- What things do I like and dislike?
- How and why does the media work appeal to its audience?
- What is the implicit and explicit message?

PRODUCTION

- Who produced this media work and for what purpose?
- How is this text distributed or sold to the public? Who profits?
- What production techniques are used?
- What rules and laws affect the media work (copyright, running time, trademarks, etc.)

Visual Literacy

The ability to understand, interpret and evaluate visual images.

How Photos Communicate

- Angle
- Framing
- Light
- Focus
- Composition
- Perspective (Point of view)
- Color

Questions to ask when Analyzing a Photography

- What is the subject?
- How does this picture make me feel?
- What is the story?
- What is the story behind the story?
- Why was this picture taken?
- What is beyond the frame?
- Who took this picture? Why?

