

# CML

*Mission: Media Literacy*

[www.medialit.com](http://www.medialit.com)

**MediaLit** **KIT**<sup>™</sup>

# **Media Literacy: A System for Learning** *AnyTime, AnyWhere...*

**Professional Development Module**

**Part II**

**Deconstruction**

*Featuring the Center for Media Literacy's  
Five Key Questions and Core Concepts*

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## Goals

- Understand our relationship with media
- Explore the convergence of media, technology and education
- Explore how to apply media literacy tools in a general way

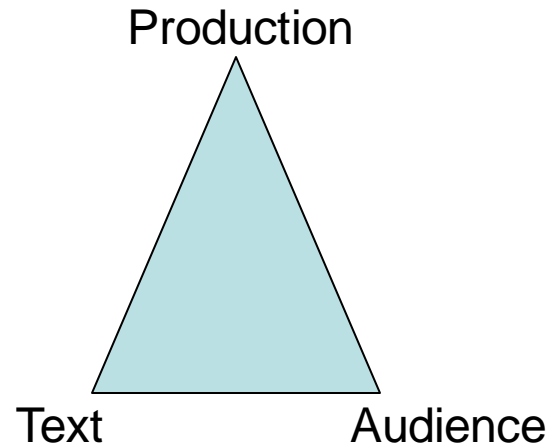


## Challenge: Media, Technology, Education

- ALL media are educational
- All media are carefully manufactured, technology-driven cultural products
- Media may be entertaining...but media are NOT “just entertainment”
- Engagement with media means having a relationship with media
- Media content is everywhere...we need process skills (analysis/critical thinking)
- Process skills take time and practice to learn
- Process skills + Content Knowledge = Lifelong Learning

## The Media Triangle

- Exploring our relationship with media
- Changing the dynamics challenges the status quo and the power (Source: Eddie Dick, Scottish Media Council)



# Challenge: Media, Technology, Education

- Efficient managers of information media
- Wise consumers of information media
- Responsible producers of media
- Effective participants in society, capable of representing self and others

## The Education Challenge

“Most of what we have called formal education has been intended to imprint on the human mind all of the information that we might need for a lifetime. Education is geared toward information storage.

“Today that is neither possible nor necessary. Rather, humankind needs to be taught how to process information that is stored through technology. Education needs to be geared toward the handling of data rather than the accumulation of data.” -- David Berlo, *Communication and Behavior*, 1975

# A New Way to Teach All Subjects

**From a sage on the stage...  
to a guide on the side**



## What is Media Literacy?

### *A definition:*

**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.

## What is *Not* Media Literacy?

- ⊘ **Media bashing is *not* media literacy**, however media literacy sometimes involves criticizing the media.
- ⊘ **Media production is *not* media literacy**; although media literacy should include media production.
- ⊘ **Teaching *with* media is *not* media literacy**; one must also teach *about* media.
- ⊘ **Media literacy does *not* mean ‘don’t watch’**; it means ‘watch carefully; think critically.’

## World-Wide Media Literacy

- World-wide culture demands world-wide media literacy skills.
- Other countries are very active in addressing media literacy.

***The ultimate goal of  
media literacy is  
to make  
wise choices possible.***

## A New Look at the World

<http://www.youtube.com/watch?v=n8zBC2dvERM>



# Critical Thinking

- **Skeptics, NOT Cynics**
- **Cynics assume....**
  - Skeptics question**
- **A Methodology for Teaching Critical Thinking**

## Q/TIPS™

#	Key Words	Deconstruction: CML's 5 Key Questions (Consumer)	CML's 5 Core Concepts	Construction: CML's 5 Key Questions (Producer)
1	Authorship	Who created this message?	All media messages are constructed.	What am I authoring?
2	Format	What creative techniques are used to attract my attention?	Media messages are constructed using a creative language with its own rules.	Does my message reflect understanding in format, creativity and technology?
3	Audience	How might different people understand this message differently?	Different people experience the same media message differently.	Is my message engaging and compelling for my target audience?
4	Content	What values, lifestyles and points of view are represented in or omitted from this message?	Media have embedded values and points of view.	Have I clearly and consistently framed values, lifestyles and points of view in my content?
5	Purpose	Why is this message being sent?	Most media messages are organized to gain profit and/or power.	Have I communicated my purpose effectively?

## Key Question/Core Concept #1

- Who created this message?
- All media messages are constructed.
- Keyword: ***Authorship***

Construction: Putting media together  
Someone has to do it!

### TRICK QUESTION:

When you watch a TV program on Animal Planet about BEARS, what do you see the most of?



# Key Question/Core Concept #1



## Key Question/Core Concept #2

- What creative techniques are used to attract my attention?
- Media messages are constructed using a creative language with its own rules.
- Keyword: ***Techniques***

Knowledge of the arts: visual, music, performing, dance, each with a creative and unique language

## Key Question/Core Concept #2

<http://www.youtube.com/watch?v=sxOsuwOEUfs>



## Key Question/Core Concept #3

- How might different people understand this message differently?
- Different people experience the same media message differently.
- Keyword: ***Audience***

### TRICK QUESTION:

When you go to a movie with a friend, do you  
“see” the same movie?

## Key Question/Core Concept #4

- What lifestyles, values and points of view are represented in or omitted from this message?
- Media have embedded values and points of view.
- Keyword: ***Content***

## Key Question/Core Concept #4

<http://www.youtube.com/watch?v=kDNOxoxP41A>







## Key Question/Core Concept #5

- Why is this message being sent?
- Media are organized to gain profit and/or power.
- Keyword: ***Purpose***

Rearrange this sentence to be more accurate:

“This program is brought to you by the sponsor.”



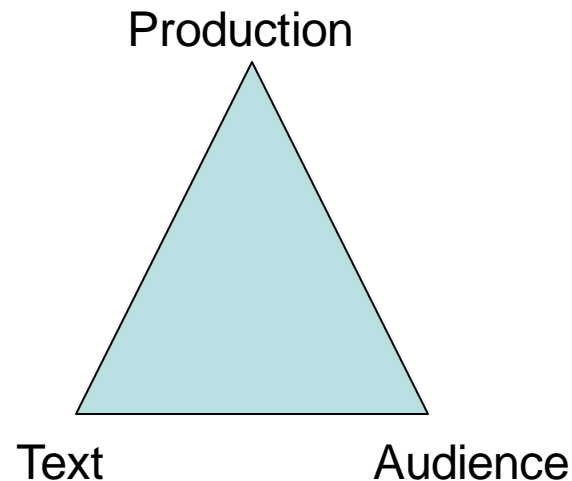
## Statement: More accurate

YOU are brought to the sponsor by this program.

*Who has the power in the relationship?*

# The Media Triangle

Now we have a deeper understanding of our relationship with media! Now we are better prepared to exercise our power and our responsibility with media in a more balanced and enlightened way.



## World-Wide Application

The PROFIT motive is typically behind mass media production...but today, the internet provides world-wide platforms for POWER motives.

Example: Martin Luther King Jr. Website

The screenshot shows a web browser window displaying the website <http://martinlutherking.org/>. The page features a central portrait of Martin Luther King Jr. and several navigation links:

- [Attention Students: Try our MLK Pop Quiz](#)
- Martin Luther King, Jr.**  
**A True Historical Examination**  
That night King retired to his room at the Willard Hotel. There FBI bugs reportedly picked up 14 hours of party chatter, the clinking of glasses and the sounds of illicit sex - including King's cries of "I'm f---ing for God" and "I'm not a Negro tonight!"  
Newsweek Magazine  
January 19, 1998  
Page 62
- Historical Writings**  
Essays, Sermons, Speeches & More
- Truth About King**  
Who He Fought and Fought For
- Death of the Dream**  
The Day King Was Shot
- The King Holiday**  
Bring the Dream to Life
- Civil Rights Library**  
History of People and Events
- Jews & Civil Rights**  
Who Led The Civil Rights Movement
- Suggested Books**  
The Life and Work of King
- [Rap lyrics - New!](#)
- [Watch the new Martin Luther King Educational Video](#)
- [Why the King Holiday Should be Revealed!](#)
- [Black Invention Myths](#)
- [Learn more about Kwanzaa!!](#)
- [Bring the Dream to life in your town! Download fliers to pass out at your school.](#)
- Civil Rights Library**
- [Join MLK Discussion Forum](#)

Example of power motive used as hate site

## So What?

### **The Empowerment Spiral:**

Awareness...Analysis...Reflection...Action...

Awareness...Analysis...Reflection...Action...

Awareness...Analysis...Reflection...Action...

## Benefits of Media Literacy Education

- Solid and Credible Framework/Pedagogy:  
CML MediaLit Kit™
- Common Vocabulary
- Quick Internalized Approach for Analysis
- Applies to ALL Subject/Content Areas
- Meets and helps integrate State  
Education Standards for projects

# CML

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If you have questions about this Professional Development Module or would like more information about CML's services for professional development, curriculum development, assessment, research and evaluation, contact us:

[http://www.medialit.com/contact\\_us.html](http://www.medialit.com/contact_us.html)

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