

媒介素养

核心概念和关键问题

	核心概念	关键问题
1	所有的媒体信息都是人为建构的。	谁建构了这些信息？
2	媒介信息是由创造性的语言按照它自身的规则建构起来的。	媒介使用了哪些技术来获得我的关注？这些技术又是如何得到整合的？
3	不同的人对相同的信息有不同的体验。	不同的人如何以不同于我的方式理解媒介传达的信息？
4	媒介中渗透着价值观和立场。	信息呈现或者隐藏了什么样的生活方式、价值观和视角？
5	媒介被有组织地用于获取利益或权力。	发布这条信息的目的是什么？

Media Literacy

Core Concepts and Key Questions

	Core Concepts	Key Questions
1	All media messages are “constructed.”	Who created this message?
2	Media messages are constructed using a creative language with its own rules.	What techniques are used to attract my attention? HOW is it put together?
3	Different people experience the same media message differently.	How might different people understand this message differently from me?
4	Media have embedded values and points of view.	What lifestyles, values and points of view are represented in or omitted from this message?
5	Media are organized to gain profit and/or power.	Why was this message sent?