

Read, Pair, Share - Media Literacy

Share/Discuss:

Youth today are **DIGITAL NATIVES** (they don't remember/know life before "new media").

General Information (2008):

Youth watch 3-4 hours of television a day, after school

Youth watch 6-8 hours of television a day, on weekends

Pre-Schoolers watch over 2 hours of television a day

94% of youths have internet access at home

Current 10-17 year olds will spend 1/3 of their lives (**23 years**) on the Internet.

In 2005, 22% of youths had cell phones

By 2008, almost 50% of teens had a cell phone

Set up the following Student Scenario:

This is a typical "media" scenario in which people do:

Log on, MSN, Facebook, twitter, youtube, e-mail, sports/favourite site, school homework/research, while on phone (texting), watching TV, with ipod on...

COMPLETE THE READ, PAIR, SHARE ACTIVITY

1. Students read 1 of the "media literacy" pages below
2. They fill out "3 important things that I read".
3. They share with a partner that had a different page, and fill out "3 things that were shared".
4. Share learning with the whole class (add to learned from sharing section as they go). Watch a Media Literacy Video, and fill in any new info.
5. In small groups have students come up with a definition for media literacy.

JOURNAL RESPONSE:

Have students read the following statement, and respond, referring to their own view/opinion and their own media activity...

An **ACTIVE RELATIONSHIP** with media is not just consumption. Youth need the ability to access, analyze, evaluate, and responsibly produce/distribute media in a variety of forms.

Share some responses as a class...

What is Media Literacy?

Media literacy is the ability to sift through and analyze the messages that inform, entertain and sell to us every day. It's the ability to bring critical thinking skills to bear on all media— from music videos and Web environments to product placement in films and virtual displays on NHL hockey boards. It's about asking pertinent questions about what's there, and noticing what's not there. And it's the instinct to question what lies behind media productions— the motives, the money, the values and the ownership— and to be aware of how these factors influence content.

Media education encourages a probing approach to the world of media: Who is this message intended for? Who wants to reach this audience, and why? From whose perspective is this story told? Whose voices are heard, and whose are absent? What strategies does this message use to get my attention and make me feel included?

In our world of multi-tasking, commercialism, globalization and interactivity, media education isn't about having the right answers—it's about asking the right questions. The result is lifelong empowerment of the learner and citizen.

The 3 Stages of Media Literacy

Leading to media empowerment:

The first stage is simply becoming aware of the importance of managing one's media "diet"—that is, making choices and reducing the time spent with television, videos, electronic games, films and various print media forms.

The second stage is learning specific skills of critical viewing—learning to analyze and question what is in the frame, how it is constructed and what may have been left out. Skills of critical viewing are best learned through inquiry-based classes or interactive group activities, as well as from creating and producing one's own media messages.

The third stage goes behind the frame to explore deeper issues. Who produces the media we experience—and for what purpose? Who profits? Who loses? And who decides? This stage of social, political and economic analysis looks at how everyone in society makes meaning from our media experiences, and how the mass media drive our global consumer economy. This inquiry can sometimes set the stage for various media advocacy efforts to challenge or redress public policies or corporate practices.

Although television and electronic media may seem to present the most compelling reasons for promoting media literacy education in contemporary society, the principles and practices of media literacy education are applicable to all media—from television to T-shirts, from billboards to the Internet.

Media Study, Media Education or Media Literacy?

Media teachers today use the terms "media education," "media study," and "media literacy" almost interchangeably. My personal preference is to use the term "media education" as a broad description of all that takes place in a media-oriented classroom, whether the subject matter is English, history, geography or science. (There's plenty of media learning that can be done in all those subject areas and others.)

"Media study" occurs when schools or teachers organize specific courses or units to study the media.

"Media literacy" is the expected outcome from work in either media education or media study. The more you learn about or through the media, the more media literacy you have. Media literacy is the skill of experiencing, interpreting/analyzing and making media products.

Media literacy is an informed, critical understanding of the mass media. It involves examining the techniques, technologies and institutions involved in media production; being able to critically analyze media messages; and recognizing the role audiences play in making meaning from those messages.

Literacy, Then and Now

The traditional definition of literacy, when print was the supreme media format, was the ability to decode, understand and communicate in print. But the world has evolved, and print is no longer the dominant media format—that role has been usurped by the electronic media. To be literate today, people must be able to decode, understand, evaluate and write through, and with, all forms of media

In other words literate individuals must possess media literacy as well as print literacy, numeral literacy and technological literacy.

Media literacy seeks to empower citizens and to transform their passive relationship to media into an active, critical engagement—capable of challenging the traditions and structures of a privatized, commercial media culture, and finding new avenues of citizen speech and discourse.

The storytellers of our generation

Media bring the world into our homes. From them, we learn about war and peace, the environment, new scientific discoveries, and so on. We are dependent upon mass communication for knowing what is going on in our physical, social, economic, and political environments. In other words, almost everything we know about people, places, and events that we cannot visit first-hand comes from the media. We also rely on media for entertainment and pleasure. Television and film have become the storytellers of our generation: these stories tell us about who we are, what we believe, and what we want to be.

6 reasons for teaching media literacy

1. We live in a mediated environment.
2. Media literacy emphasizes critical thinking.
3. Being media literate is part of being an educated citizen.
4. Media literacy promotes active participation in a media-saturated environment.
5. Media education helps us to understand communication technologies.
6. Media literacy has been integrated into all subject areas from K-12.

Media Literacy. What is it?

3 important things that I read:

2 important things that were shared:

2 important things the video said:

Our definition of media literacy:

Definitions:

Do definitions of the words below on paper:

Media words:

Media, communication, audience, inform, persuade, entertain, message, perception

Who Owns What?

Time Warner:

HBO, Cinemax, CNN, Warner Bros., The WB television network, Time Magazine, Sports Illustrated, People Magazine, Entertainment Weekly, DC Comics, AOL, MapQuest.com, TNT, New Line Cinema, Atlanta Braves, Amazon.com,

Viacom:

MTV, VH1, Nickelodeon, BET, Spike TV, Comedy Central, Paramount Pictures, Dreamworks,

Disney:

Walt Disney Pictures, Pixar, Touchstone Pictures, Miramax Pictures, ABC network, ESPN, A&E, Lifetime Network, History Channel, ESPN Magazine, Disneyland Resort, Baby Einstein, Anaheim Ducks

Sony:

Sony Pictures, Columbia TriStar, Game Show Network, BMG Music, Sony Electronics, PlayStation, Jeopardy/Wheel of Fortune Online, Jim Henson Productions.