

What is Media Literacy?

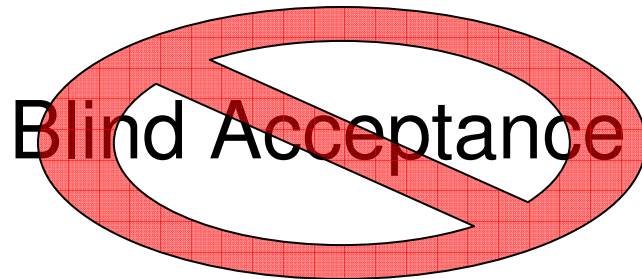
**A medium is a means of
communication**

Media is the plural of medium

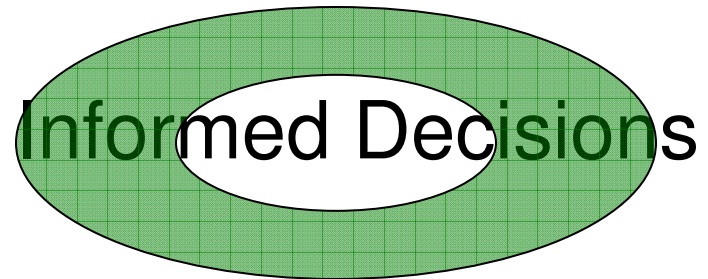
Literacy is a person's knowledge of
a particular field or subject

Elements of Media Literacy

1. A critical thinking skill that enables audiences to develop independent *judgments* about media content



Vs.



2. An understanding of the *process* of mass communication

Production + Transmission + Context

3. An Awareness of the *impact* of the media on the individual and society

- Only 59% of adults talk with other family members during the course of an evening.
- Only 34% of parents spend time with their children during the evening.
- The average American couple spends only 4 minutes a day in “serious” conversation.
- The number of minutes per day that parents spend in meaningful conversation with their children is 5.5.

At the same time:

- In the average American household, the television set is on for over 7 hours per day.
- The average American watches 3 hours and 46 minutes of television each day - more than 52 days of nonstop viewing per year.
- 25% of Americans fall asleep with the TV on at least 3 nights per week.

TELEVISION REPRESENTS ONLY ONE MEDIA SYSTEM!

4. The development of strategies with which to *analyze and discuss* media messages.

Interpreting media messages, and their underlying themes or ideas.

5. An awareness of media content as a “text” that provides insight into our contemporary culture and ourselves.

Insight into the attitudes, values, behaviors, patterns of thought, and myths that define a culture.

Culture:

Socially influenced ways of living, transmitted from one generation to another.

6. The cultivation of *enhanced enjoyment*, understanding, and appreciation of media content.

- Media literacy should not detract from your enjoyment of programs.

From *Media Literacy: Keys to
Interpreting Media Messages*
by Art Silverblatt