

CML

Mission: Media Literacy

www.medialit.com

MediaLit
KIT™

PowerShift: Media Literacy for a New Era

The Center for Media Literacy

www.medialit.org

Anywhere, Any Time Learning

Global Trends Supporting Media Literacy

Access to Information and content – nearly infinite
Democratization of production and voice
Business Models driven by data monetization
Information has been weaponized

Content  **Process**

Citizen role has changed: active engagement needed
Yet Process Skills are scarcely taught
Process can be applied globally
Content and Context are local

Reactive vs. Proactive

Governments can control, regulate, legislate, censor and limit

AND/OR

Prepare, empower, activate citizens in a democratic society using market-based approaches with freedom of choice, and rule of law based on private property rights.

Risk Management

- ***On individual, family and community level***
- ***On cultural and societal level – with new natural language processing tools***

Goal: to make wise choices possible

Text + Context = Message

Anywhere, Anytime Learning

A B C D E F G H I J K L M N O P Q R S T U
V W X Y Z



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**Who has the knowledge?
The experience?
The feelings? WE DO!**



Representation: Re-Presentation

**How the world is represented to us
How we represent ourselves to the world**

“How we are seen determines in part how we are treated; how we treat others is based on how we see them; such seeing comes from representation.”

(Dyer, 1993)

Media Literacy Challenges

**Consistent
Replicable
Measurable
Scalable**

Empowerment and Resiliency

Technology as a Tool

A Heuristic Applicable to all Subjects, Anywhere, Any time

NATO Fulbright Research Award: Fall 2019, Brussels

Evidence-Based Methodology

- **Frameworks that can be applied to all subjects, for anywhere, anytime learning**
- **Positively affects student knowledge, attitudes and behaviors**
- **Acts as the central way – or process – through which students learn to acquire, contextualize and apply content knowledge**
- **Emphasis on critical thinking – and a way to teach critical thinking that can be used throughout the education system**

CAN YOU TEACH 5 KEY QUESTIONS?????



Media Literacy: 5 Key Questions

DECONSTRUCTION & KEYWORDS



Who created this message?

AUTHORSHIP



What creative techniques are used to attract my attention?

FORMAT



How might different people understand this message differently?

AUDIENCE



What values, lifestyles, and points of view are included or omitted?






CONTENT



Why is this message being sent?

PURPOSE

CML's FIVE CORE CONCEPTS AND KEY QUESTIONS
 FRAMEWORK FOR CONSUMERS AND PRODUCERS

CML's Questions/TIPS (Q/TIPS)				
#	Key Words and Image	Deconstruction: CML's 5 Key Questions (Consumers)	CML's 5 Core Concepts	Construction: CML's 5 Key Questions (Producer)
1	Authorship  "This is not an apple" Magritte	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?

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MIL: Teachers hold the world in their hands



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