

Media Literacy

Media Literacy Concept



All media texts are constructs.

Media messages are constructed using a language that has its own rules.

Different people experience the same media message differently.

Media have embedded values and points of view.

Most media are organized to gain profit and/or power.

Media Literacy Question



What techniques are used to attract my attention?

Who created this message?

How might different people understand this message differently?

What lifestyles, values and points of view are represented in, or omitted from, this message?

Why is this message being sent?