What is "Media Literacy"?

Media

Media is the means of communication (radio, television, newspapers, magazines, & the internet) that reach or influence people widely.

Literacy

Literacy is the ability to access, analyze, evaluate and create the written word.

Media literacy is being able to access, analyze, evaluate and create media messages of all kinds.

"Today's information and entertainment technologies communicate to us through a powerful combination of words, images, and sounds. As such, we need to develop a wider set of literacy skills helping us to both comprehend the messages we receive and effectively utilize these tools to design and distribute our own messages. Being literate in a media age requires critical thinking skills that empower us as we make decisions, whether in the classroom, the living room, the workplace, the boardroom, or the voting booth." *Source: NAMLE.net

SO WHAT?

Why is it important to think critically about media messages? The real question is:

Who do you want making YOUR decisions?