



MEDIA & NEWS LITERACY

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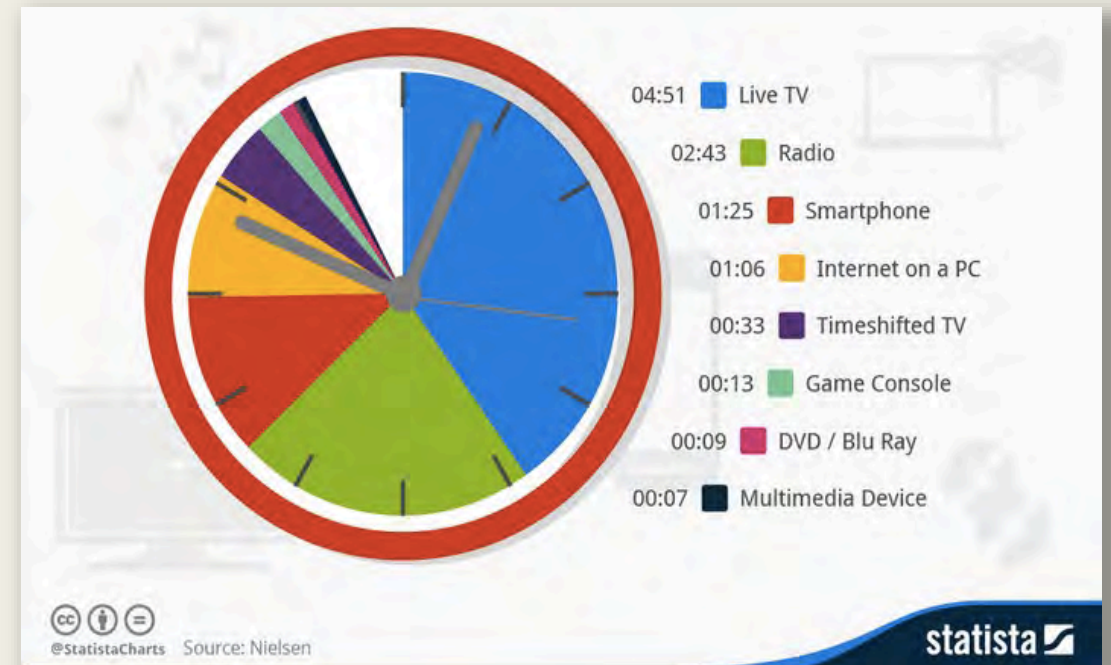


Today

- Background on media literacy education
- Washington state fundamental mandate
- *Key Questions* in media literacy education
- Variety of tools (free) for media and news literacy education

How much time did you spend with media yesterday?

- U.S. adults will spend **13 hours and 11 minutes** (13:11) per day with media in 2022, slightly less than last year (13:13). The net loss will mostly come from a decline in TV time, while a variety of digital activities will experience modest increases. [[Insider Intelligence](#)] June 15, 2022



History

- Concerns about media effects have existed since Plato.
- 1960s leads to critical analysis of media– often from social scientists outside U.S.
- Now even more need for understanding of media effects due to proliferation of media

First North American country to mandate media literacy education?

- Canada 1997
- How many U.S. states have mandated media literacy education?
- [Media Literacy Policy Report \(U.S. states information on legislation\)](#) (Washington on page 9)

Definition of Media Literacy (WA Law 2017)

RCW 28A.650.050
Digital citizenship,
internet safety, and
media literacy—

4 and providing an expiration date.

5 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF WASHINGTON:

6 **Sec. 1.** RCW 28A.650.010 and 1993 c 336 s 702 are each amended to
7 read as follows:

8 Unless the context clearly requires otherwise, the definitions in
9 this section apply throughout this chapter.

10 (1) "Digital citizenship" includes the norms of appropriate,
11 responsible, and healthy behavior related to current technology use,
12 including digital and media literacy, ethics, etiquette, and
13 security. The term also includes the ability to access, analyze,
14 evaluate, develop, produce, and interpret media, as well as internet
15 safety and cyberbullying prevention and response.

16 (2) "Education technology" or "technology" means the effective
17 use of electronic and optical tools, including telephones, and
18 electronic and optical pathways in helping students learn.

19 ~~((2))~~ (3) "Network" means integrated linking of education
20 technology systems in schools for transmission of voice, data, video,
21 or imaging, or a combination of these.

Media Literacy definition provided by educators



- ***Media Literacy is a 21st century approach to education. It provides a framework to access, analyze, evaluate, create and participate with messages in a variety of forms – from print to video to the Internet. Media literacy builds an understanding of the role of media in society as well as essential skills of inquiry and self-expression necessary for citizens of a democracy. [Center for Media Literacy]***

Media Lit Kit KEY QUESTIONS

- Who created this message?
- What creative techniques are used to attract my attention?
- How might different people understand this message differently than me?
- What values, lifestyles and points of view are represented in, or omitted from, this message?
- Why is this message being sent?

Media Lit Kit CORE Constructs

- All media messages are constructed
- Media messages are constructed using a creative language with its own rules.
- Different people experience the same media messages differently.
- Media messages have embedded values and points of view.
- Most media messages are organized to gain profit and/or power.

TOOLS (this is the fun part)

- [SNOPEs](#)
- [Common Sense Education](#)
 - [*Are targeted political ads deceiving voters?*](#)
 - [*Best news sites for classrooms*](#)
[*\[Media Bias Chart \]*](#)
- [Media Smarts \(Canada\)](#)
 - [*Media Smarts YOUTUBE videos*](#)
- [KQED Media Literacy resources](#)
 - [*Above the noise*](#)

Tools for News Literacy Education

- News Literacy Project
 - [QUIZ](#)
 - [Practicing Quality Journalism](#)