



Media literacy/Literacy and the Media

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Abstract

Media literacy" is slowly becoming part of the educational vernacular, but many people in our schools and communities are unaware of the topic. How can this field of inquiry be introduced in the classroom, given the demands already placed on teachers and on instructional time? Is there a quick and logical approach that would enable students to get started in the process of becoming media literate? Media literacy encompasses the skills and knowledge needed to question, analyze, interpret, and evaluate the messages of the mass media. In essence, media literacy is the application of critical thinking to the messages of print and electronic media. Media literacy (or media literacy education) is presently the most-used term, and it clearly makes the point that to be a literate person in the 21st century, one needs to know how to "read" and produce all forms of media, including visual media -- reading and writing words isn't enough anymore.