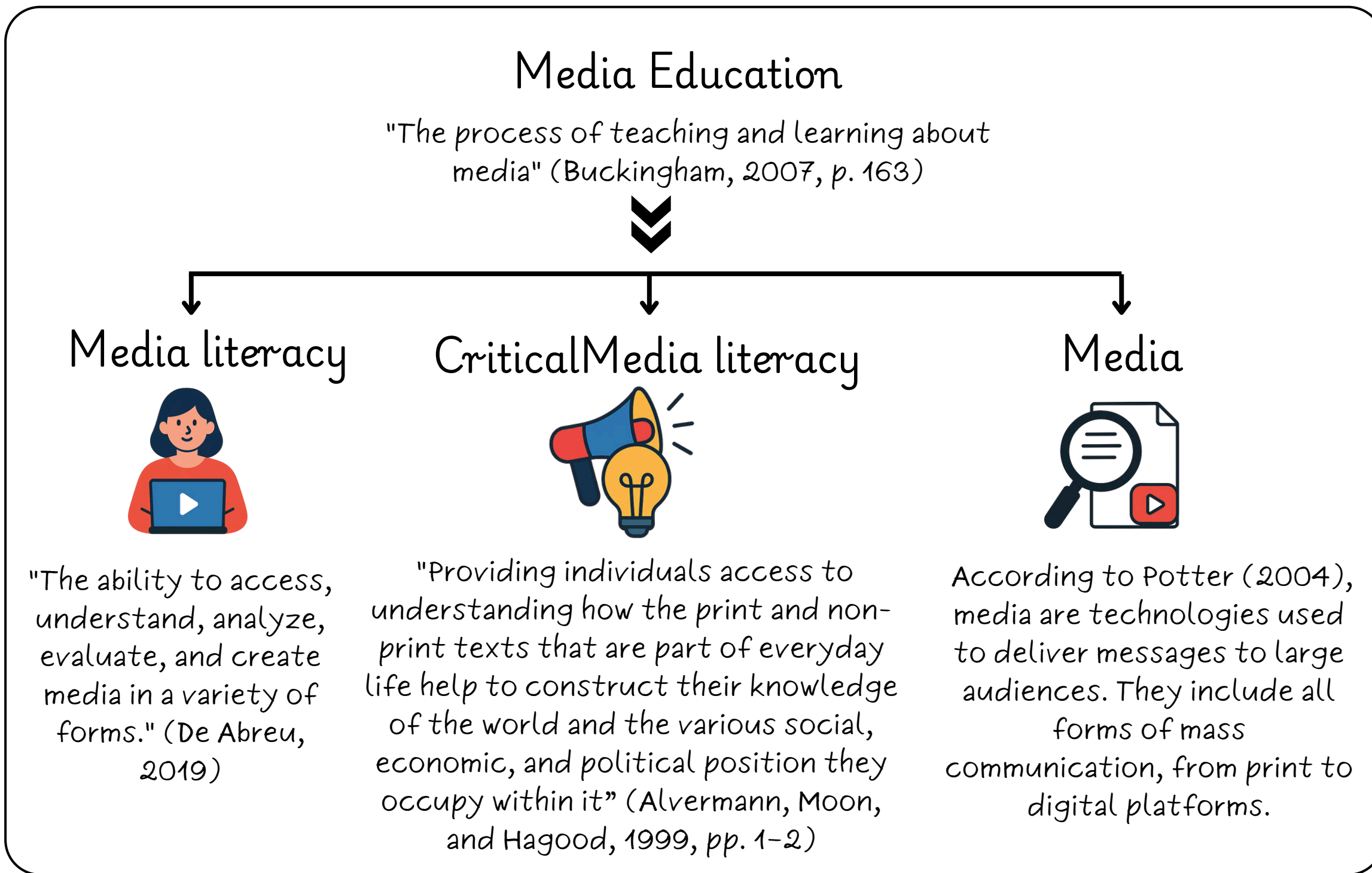


Media Literacy

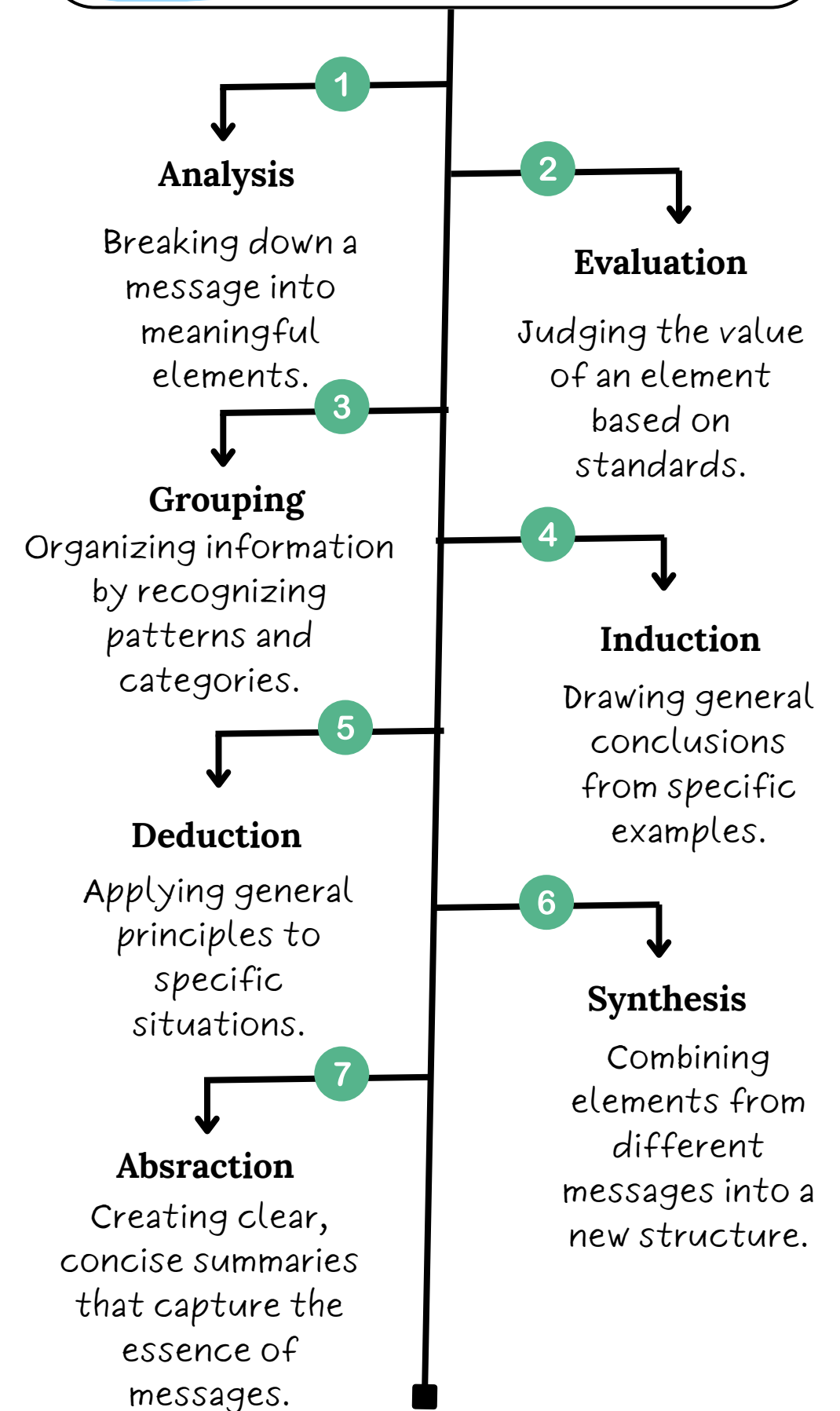
Simply Explained

Prepared by Med Kharbach, PhD
www.educatorstechnology.com

Definition



Media Literacy Skills (Potter, 2004)



Why Media Literacy Matters

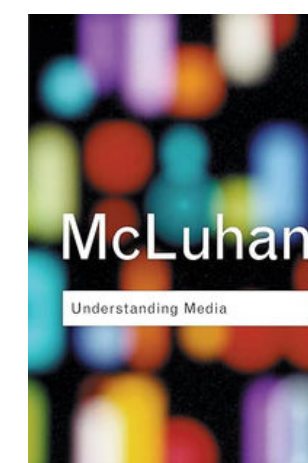
- Helps individuals recognize bias, manipulation, and misinformation
- Encourages critical thinking about media content and sources
- Empowers people to make informed choices as consumers and citizens
- Fosters awareness of media influence on beliefs, behavior, and culture
- Promotes active rather than passive engagement with media
- Supports democratic participation and civic responsibility
- Equips students with essential skills for the digital age

Strategies to Teach Media Literacy

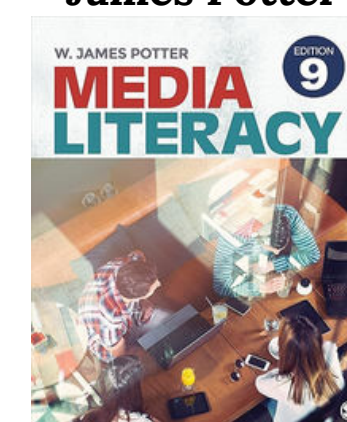
- Use real-world media examples for critical analysis
- Encourage students to question authorship, purpose, and audience
- Teach how to identify bias, framing, and missing perspectives
- Compare how different media outlets cover the same story
- Incorporate media creation projects (videos, podcasts, blogs)
- Discuss advertising techniques and persuasive language
- Teach students to fact-check and verify sources
- Create classroom discussions around current media trends and issues

Key Readings

Understanding Media, Marshall McLuhan



Media Literacy, James Potter



Changing Literacies, David Buckingham



Literacy in the New Media Age, Gunther Kress



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