Think
MEDIA **Literacy**

What is Media Literacy?

Media literacy is the ability to think critically about the messages heard, seen, and read through books, magazines, TV, advertising, radio, internet, and other media.

Media literacy education is used to protect children and adolescents from the unhealthy effects of media by teaching them skills to think critically about messages in the media.

Use these key questions from the Center for Media Literacy to help children analyze media messages:

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

The goal of asking questions like this is to help children build the habit of analyzing the media messages they are exposed to.

Recommended resources:
- Center on Media and Child Health, **www.cmch.tv**
- Center for Media Literacy, **www.medialit.org**
- Media Literacy Clearinghouse, **www.frankwbaker.com/mlc**
- Action Coalition for Media Education, **www.acmecoalition.org**
- Common Sense Education, **www.commonsensemedia.org/educators**

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