

AN INTRODUCTION TO MEDIA LITERACY SESSION II: STUDENTS' WORKSHEET

“An active learner is one who controls the learning situation by taking notes, asking questions, and participating in discussions.”

Take notes and make sure you know the answers/solutions to the following questions/tasks.

1. What is the difference between the following three terms: medium, media, and the media?

Medium:

Media:

The media:

2. What “literacies” are there and what do they mean?

3. How is “text” interpreted differently in media studies and media literacy?

4. Why is media literacy important? List the five reasons.

One:

Two:

Three:

Four:

Five:

5. List the five media literacy key words, core concepts, and key questions for consumers and producers.

MEDIA DECONSTRUCTION/CONSTRUCTION FRAMEWORK

	KEY WORDS	DECONSTRUCTION: KEY QUESTIONS (CONSUMER)	CORE CONCEPTS	CONSTRUCTION: KEY QUESTIONS (PRODUCER)
I.	Authorship			
II.				Does my message reflect understanding in format, creativity and technology?
III.			Different people experience the same media message differently.	
IV.		What values, lifestyles and points of view are represented in or omitted from this message?		
V.			Most media messages are organized to gain profit and/or power	

6. Describe the process model suggested by Hobbs.

	DIMENSION	DESCRIPTION
1.		
2.		
3.		
4.		
5.		

6. What are the three types of media messages and how do they differ? Give examples.

7. What is denotation and connotation? Give examples.