

Media Literacy Objectives

Habits of Questioning

- Students will cite specific textual evidence to support analysis.
- Students will ask questions about... authorship, techniques, credibility, etc.

Authorship, Purpose and Target Audience

- Students will compare the points of view of two media sources.
- Students will analyze the source and purpose of media.
- Students will identify any economic motivations behind a message.
- Students will identify what the makers want me to think about or do.
- Students will identify bias in media messages.
- Students will determine the target audience for a media message.

Content, Techniques and Context

- Students will identify the messages in a media document.
- Students will note techniques in media construction.
- Students will evaluate the effectiveness of the techniques used.
- Students will compare how different authors treat similar topics.
- Students will identify cultural context, where and how presented, when created, etc.
- Students will consider what is left out of a media message.
- Students will identify which perspectives/voices are included and missing.

Credibility

- Students will differentiate between facts and opinions.
- Students will identify and distinguish conflicting claims.
- Students will reflect on the credibility of scientific information.
- Students will distinguish news, opinion and advocacy.
- Students will identify arguments and claims.

Responses and Impact

- Students will determine who might benefit and who might be harmed by a media message.
- Students will determine how different people might interpret the same media message in different ways.
- Students will reflect on the potential impact of media messages on different people.
- Students will consider how one's gender, racial or political identity influences one's interpretation.
- Students will reflect on how their own biases influence their interpretations of and responses.
- Students will identify what they learn about themselves from reflecting on their interpretations and reactions.
- Students will notice their emotional responses to a media message.
- Students will identify actions they can take in response to media messages.