

Lesson Plan: Media Literacy

Discussion Questions

- What is media literacy?
- Why is it important in today's society?

Media literacy debates

- What questions do you have about the reading?
- Pose the question. DO NOT ANSWER
- Instruct students to submit their response via GoSoapbox
 - Access code: 416-790-897
 - Pull up results on projector
- Instruct students to divide class by result (move out of seat and meet people!)
 - Discuss among selves why they responded they way they did
 - Pull in justifications from reading
- Groups report back to class for larger class discussion
 - Protect kids?
 - Yes: we let technology drive the quality of our lives without reflection or analysis
 - No: children and young people don't need to be protected, just invited to participate in the community's discourse about media
 - Require media production?
 - Yes: media literacy is incomplete unless students get a lot of experience 'writing' as well as 'reading.'
 - No: Due to economic inequality access to tech is difficult
 - Pop culture bias?
 - Yes: media literacy should be centrally concerned with contemporary media texts--the ones students are watching now
 - No: the concepts and skills embedded in media literacy are about the analysis of all the ways humans share meaning, not just pop culture.
 - Stronger ideological agenda?
 - Yes: media literacy must be seen as a tool for educational, social or political change.
 - No: an overt ideological agenda is unlikely to be accepted in the context of mainstream public education.
 - Plus, who gets to set the agenda?
 - Larger K-12 outreach?
 - Yes: Integral to the understanding of other subjects and is the realm students live in these days
 - No: Public school systems are already underfunded, under-resourced, and stressed to meet assessment standards. How do we enforce one more thing?
 - Financial support from media organizations?

- Yes: money towards good causes could outweigh potential detriments; corporate social responsibility
- No: The media industry is coopting the media literacy movement, softening it to make sure that public criticism of the media never gets too loud, abrasive or strident.
- Means to an end?
 - Yes: Can be a tool for social change, nothing more nothing less
 - No: Value in it in and of itself, being literate
- Larger class discussion about role of media literacy in society

Up Next...Political Economy