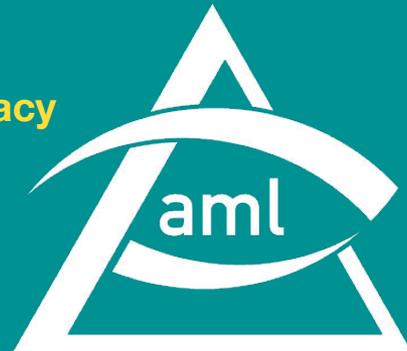


Media Literacy Key Concepts

Neil Andersen
The Association for Media Literacy
(www.aml.c)
@mediasee



Media Lit is important,
but how?

Frameworks

Frameworks

Science: hypothesis,
experimentation,
observation, conclusion

Frameworks

Math: solving for the unknown

Key Concepts

Not real, but realistic



Ceci n'est pas une pipe.





Firefox File Edit View History Bookmarks Tools Window Help Thu 10:00 PM

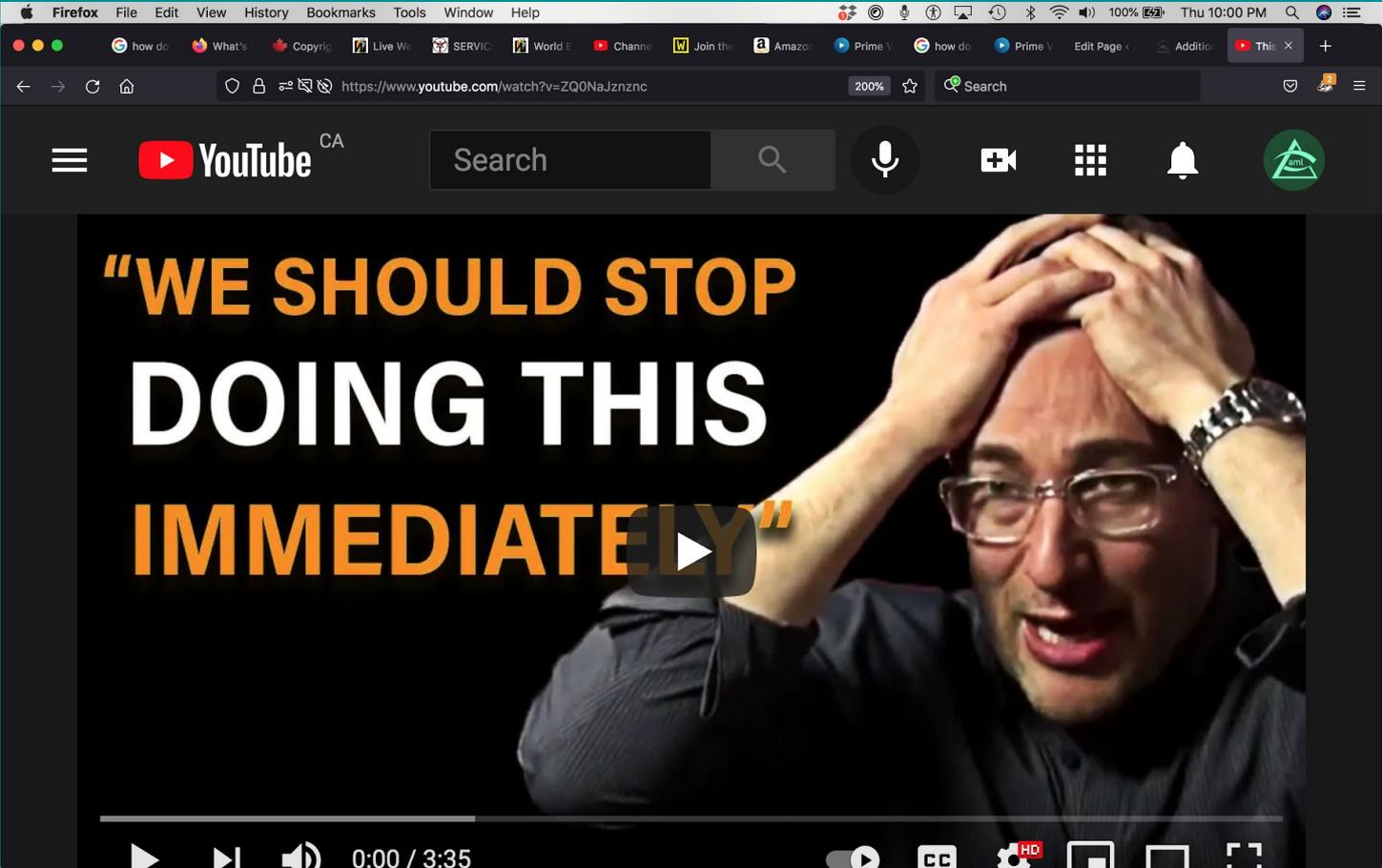
how do What's Copyrig Live We SERVIC World E Channe W Join the Amazon Prime V how do Prime V Edit Page Additio This X +

https://www.youtube.com/watch?v=ZQ0NaJznznc 200% Search

YouTube CA Search

"WE SHOULD STOP DOING THIS IMMEDIATELY"

0:00 / 3:35

A screenshot of a web browser displaying a YouTube video. The browser's address bar shows the URL https://www.youtube.com/watch?v=ZQ0NaJznznc. The YouTube interface includes a search bar and navigation icons. The video content features a man with glasses and a watch, looking distressed with his hands on his head. Large, bold text is overlaid on the video, reading "WE SHOULD STOP DOING THIS IMMEDIATELY". The video player controls at the bottom show the video is at the 0:00 mark of a 3:35 duration.



Mediacy

with Neil Andersen and Carol Arcus

Carol Arcus and Neil Andersen from the Association for Media Literacy gather each Monday evening to look at 21st Century culture and current events through a media literacy lens. From politics to popular culture, we guarantee that you won't leave an episode thinking quite the same way ever again.

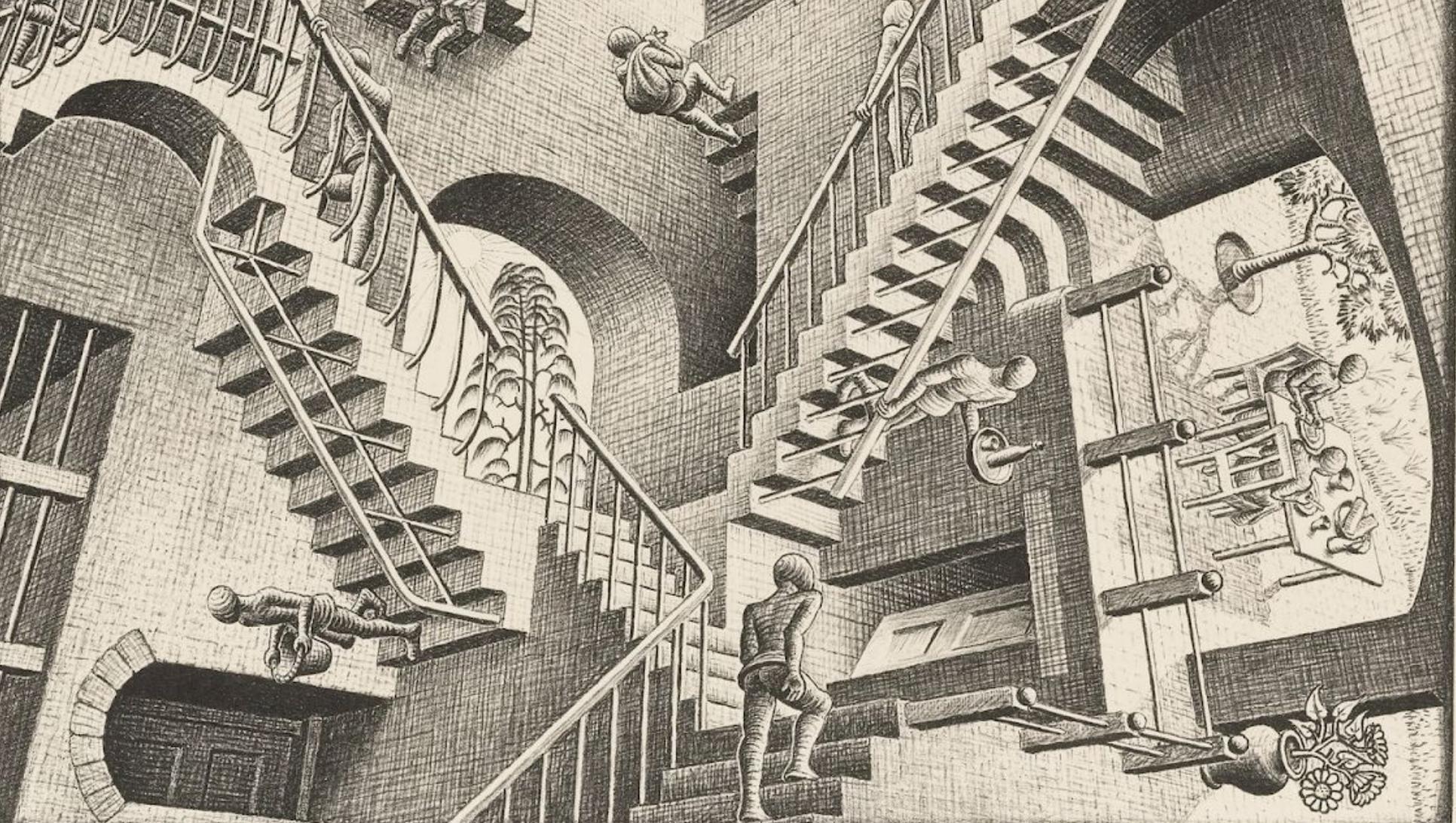
Website

RSS Feed

Visit:  

Share:    





Subset



Tower of Pisa selfie



2. Media construct
versions of reality.

bias

2. Media construct
versions of reality.

Creators' biases.



**White cisgender male heterosexual
middle class bias**

CATE BLANCHETT

BILLY CRUDUP

GEGEN DAS BOSE
KANNST DU KÄMPFEN,
ABER NICHT
GEGEN DIE LIEBE.

Die Liebe der
**CHARLOTTE
GRAY**

NACH DEM BESTSELLER VON
SEBASTIAN FAULKS

IN DER REGIE VON
GILLIAN ARMSTRONG

CHARLOTTE GRAY ist eine Geschichte von Liebe und Verlust. Ein Mann und eine Frau, die sich in einer Zeit der großen Veränderungen begegnen. Ein Film, der die Schönheit der Liebe und die Härte des Lebens zeigt. Ein Film, der die Liebe der Charlotte Gray zeigt.

www.charlottegray-derfilm.de

FRANCES McDORMAND
NOMADLAND
A FILM BY CHLOË ZHAO













stop taking your selfies
like this...



Key Concept 1 is about realistic *subsets of reality* while Key Concept 2 deals with creators' and media *biases*.

3. Audiences
negotiate
meaning.

meaning is
constructed in the
minds of the audience

AMAZON ORIGINAL

FLEABAG





paying attention,
knowing relevant
codes and
conventions and
reflecting carefully.

4. Media have
economic
implications.

ad-supported:
advertisements are
blended with media
experiences

ad-supported



RELATIONSHIP BLOG @s... ⋮

Are you 40 or a little over? Do you want to find a person who will understand and support you in everything?

modern-dating.com/?key=nuk7kjgl1...



213K views

ad-supported



RELATIONSHIP BLOG @s... ⋮

Are you 40 or a little over? Do you want to find a person who will understand and support you in everything?

modern-dating.com/?key=nuk7kjgl1...



213K views

Smart

← [Wi-Fi](#) griffnet-2.4

[Forget This Network](#)

Auto-Join

IPV4 ADDRESS

Configure IP Automatic >

IP Address 192.168.1.15

Subnet Mask 255.255.255.0

Router 192.168.1.1

[Renew Lease](#)

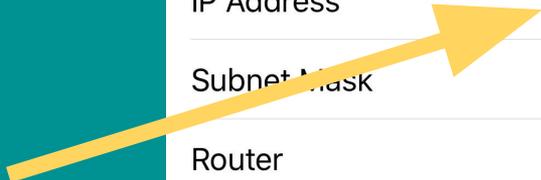
IPV6 ADDRESS

IP Address 2 Addresses >

Router fe80: [REDACTED]

Smart

Unique
numbers



← [Wi-Fi](#) griffnet-2.4

[Forget This Network](#)

Auto-Join

IPV4 ADDRESS

Configure IP Automatic >

IP Address 192.168.1.15

Subnet Mask 255.255.255.0

Router 192.168.1.1

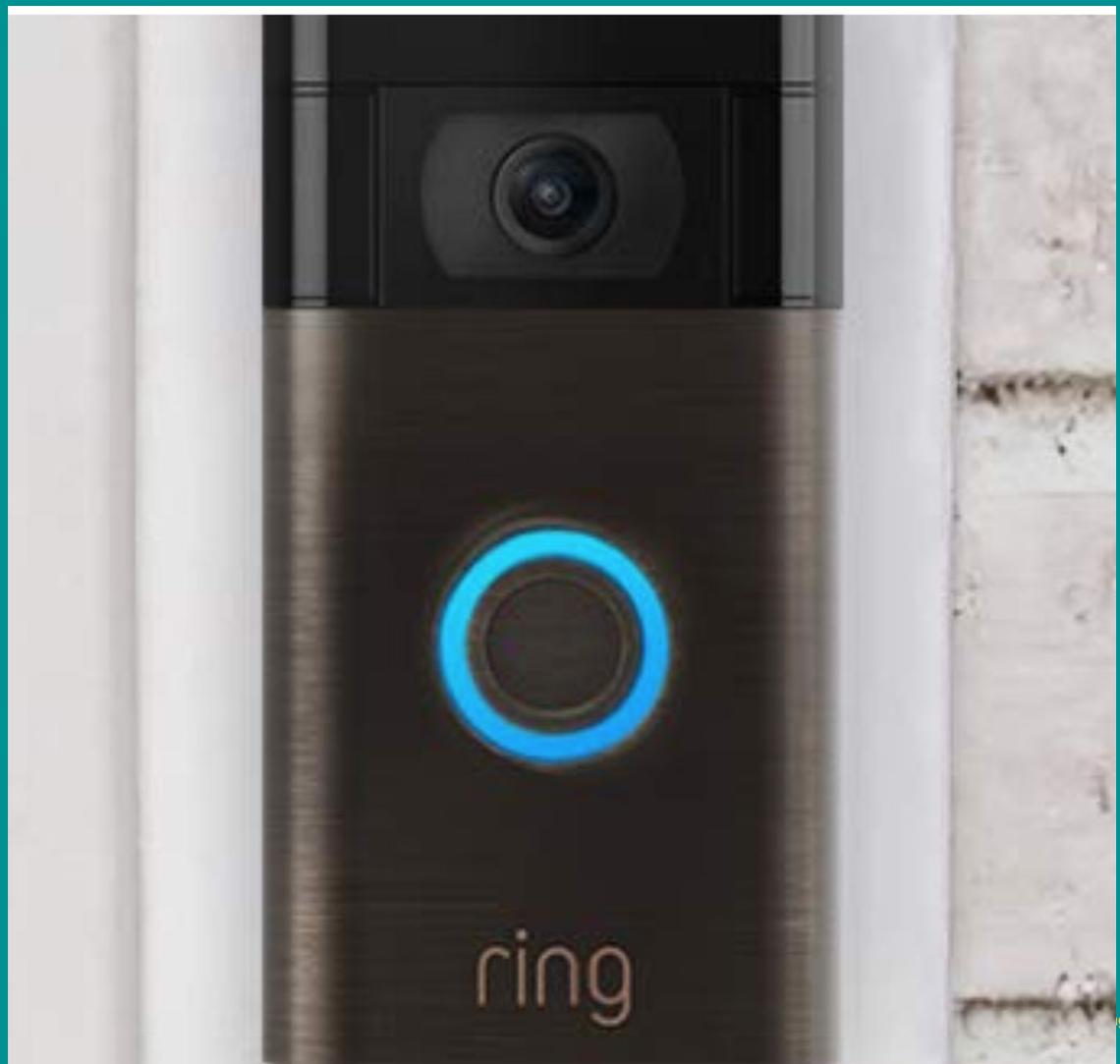
[Renew Lease](#)

IPV6 ADDRESS

IP Address 2 Addresses >

Router fe80: [blurred]

Smart



Facebook Inc 221.75 -0.39 -0.18%



2016

2018

2020

221.75

200.00

160.00

120.00

80.00

4. Media have
economic
implications.



DeMilked



BBC

5. Media communicate
values messages.

A TALE OF TWO CITIES

In Three Books

BOOK THE FIRST. RECALLED TO LIFE

CHAPTER I

THE PERIOD

It was the best of times, it was the worst of times, it was the age of wisdom, it was the age of foolishness, it was the epoch of belief, it was the epoch of incredulity, it was the season of Light, it was the season of Darkness, it was the spring of hope, it was the winter of despair, we had everything before us, we had nothing before us, we were all going direct to heaven, we were all going direct the other way - in short, the period was so far like the present period, that some of the wisest authorities insisted on its being called the superlative

A TALE OF TWO CITIES

In Three Books

BOOK THE FIRST. RECALLED TO LIFE

CHAPTER I
THE PERIOD

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sequential
and
linear.







hermano >



should I make this my profile picture? how do I look?

You look like a naked mole rat so yes

Lol

man fuck you 🤪

Delivered



Message



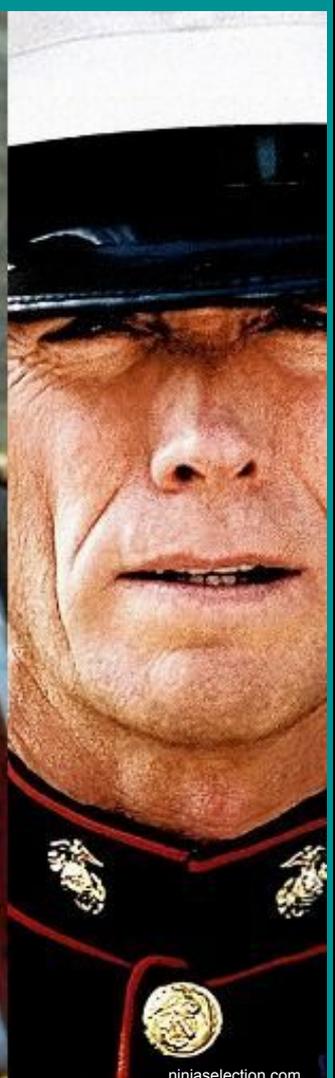
sandra
@ewhsandy



Replying to @syrianting @dama_riiz

can't ever be nice to me 🙄

♥️ 4 6:36 PM - Mar 27, 2019





competition, aggression and solitary actions

TOP STORY



Trudeau's enviro office holds "Draganza" workshop (during work hours)

By Sheila Gunn Reid

FEATURED NEWS



Cancel culture coming for Ontario's provincial flag

By David Menzies



REALITY CHECK: Did one man from Red Deer, Alberta figure out how to stop the lockdowns?

By Rebel News



Conservatives release ad saying it's too dangerous for an election | Andrew Lawton with Ezra Levant

By Rebel News



The answer to problems with farming? More socialism!

By Rebel News

SHARE



6. Media communicate
political and social messages.



How language shapes the way we think

Uploaded by: Lera Boroditsky, Apr 11, 2018

13.2M Views

Watch





Follow

Kim Kardashian West 

@KimKardashian

Shop [@SKIMS](#) Jelly Sheer 7.8 at 9AM PT & Shop 20-75% off [@kkwbeauty](#) sitewide* while supplies last, until 8.1 at 12:00AM PT *Some exclusions apply

 kkwbeauty.com  Joined March 2009

123 Following

69.8M Followers



Follow

Rachel Miller | #InfluencerMarketing

@rachelloumiller

Storyteller @SAP powered by #CraftBeer & breakfast burritos. #MarTech geek. #B2Bmarketing is humans helping humans. 🦉 you need is ❤️

📍 Fresno, CA 🔗 [linkedin.com/in/rachelloumiller/](https://www.linkedin.com/in/rachelloumiller/) 📅 Joined June 2009

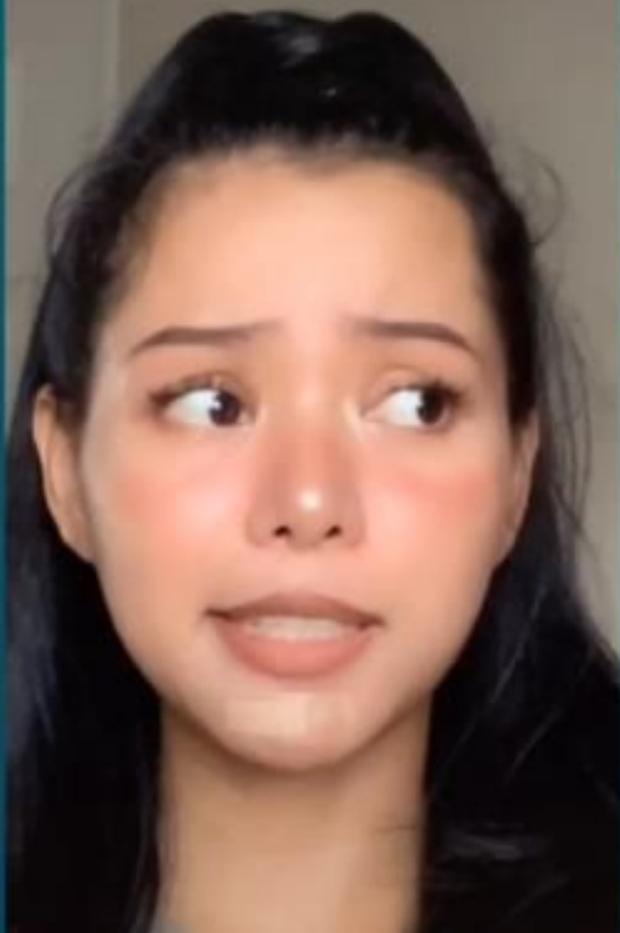
26.8K Following **59.9K** Followers

7. Form and content are
closely related in each medium.

The medium is the message.

the medium of communication
has more impact on the
audience than any of the
content the medium might
communicate

TikTok
@bellapoarch



TikTok
@420dogface208



CNN

TikTok
@labrameng

Messages

Bookmarks

Lists

Profile

More

Tweet

How digital beauty #filters perpetuate colorism?

📌 #Prejudices have been part of the #social and #media landscape for a long time, but the advent of #digital images created new ways for colorism to manifest.

Learn more ↗



How digital beauty filters perpetuate colorism

An ancient form of prejudice about skin color is flourishing in the modern internet age.

🔗 technologyreview.com



PROLINE ✓ @OLGproline

NEW PROLINE+ ONLINE BETTING

Get ready for the plus side of sports betting. With Single Event Betting + Dynamic Competitive Odds & much more. Register early and get a \$50

Trending in Canada

Fergus

Politics · Trending

#TrudeauWorstPMEver

2,788 Tweets

World news · 4 hours ago

Multiple people killed at Kabul airport as residents look to leave Afghanistan, Reuters reports

Trending with [Afghanistan](#), [Taliban](#)

Los Angeles Times ✓ · Yesterday

Inside the heartbreaking conservatorship battle of a 'Star Trek' legend

[Show more](#)

Who to follow



Whimsical

@WhimsicalPowers

📌 Promoted

Follow



Take Two Media Initiati

@TakeTwo... Follows you

Follow



Yo! Yo!

@annabelleX

Wanna get hitched?



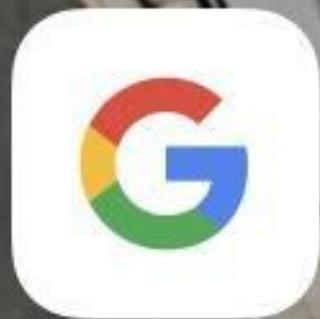
8. Each medium has
a unique aesthetic form.

pleasures

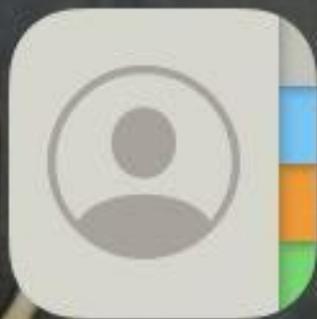




YouTube



Google



Contacts



MyRadar



Firefox Focus



Wikipedia



Google News



Twitter



Tiny Calendar



HIGHLIGHTS



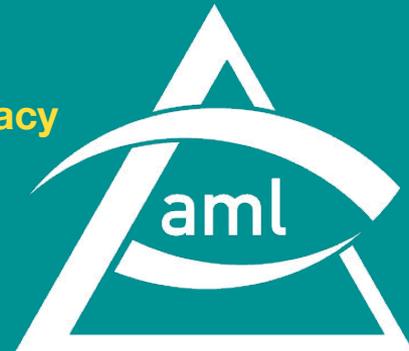
Cancel

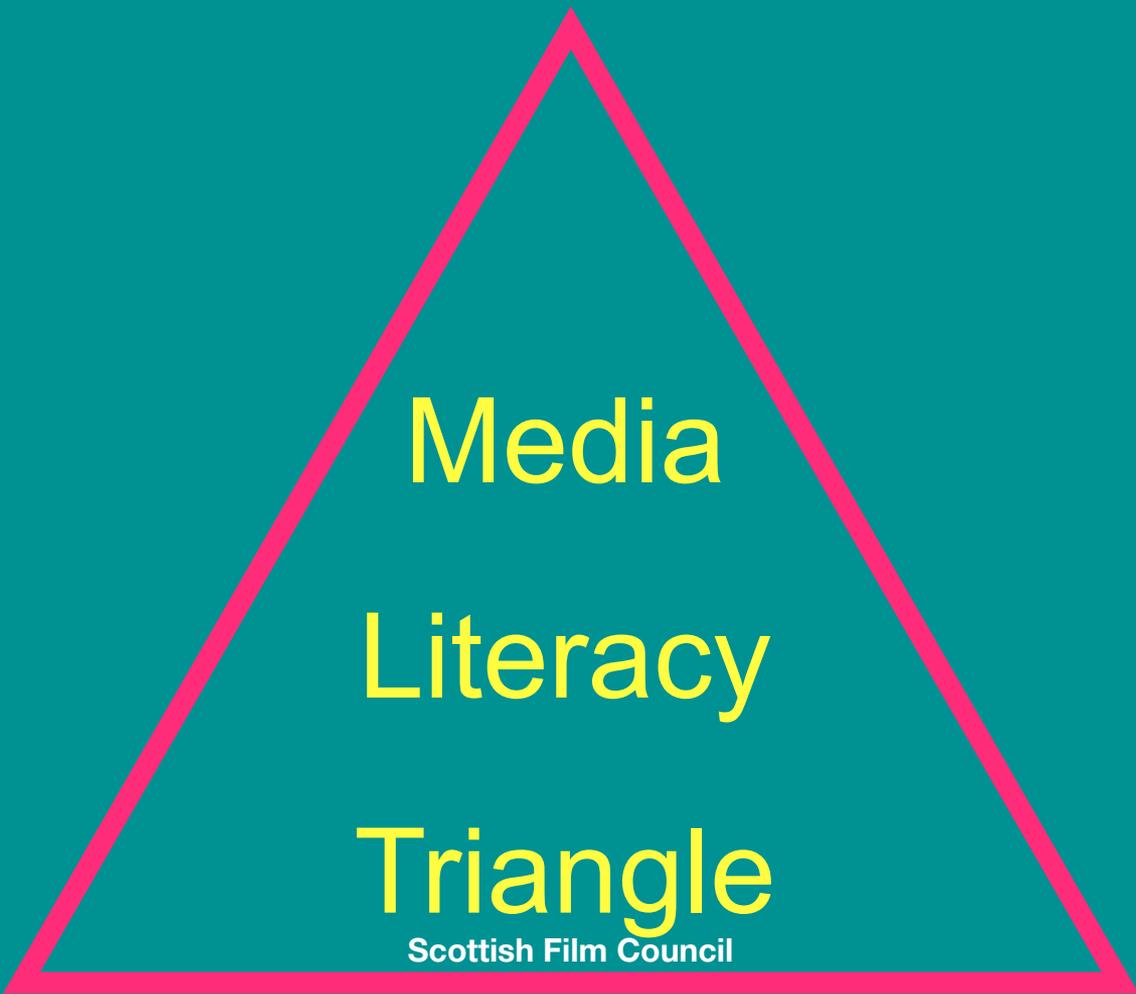


Revert

Media Literacy Key Concepts

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The Association for Media Literacy
(www.aml.ca)
@mediasee



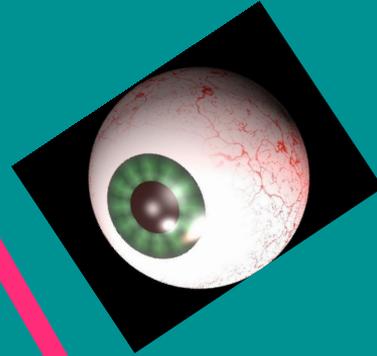
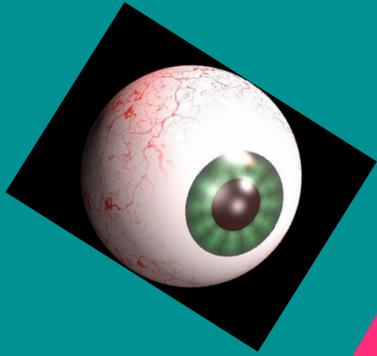


Media

Literacy

Triangle

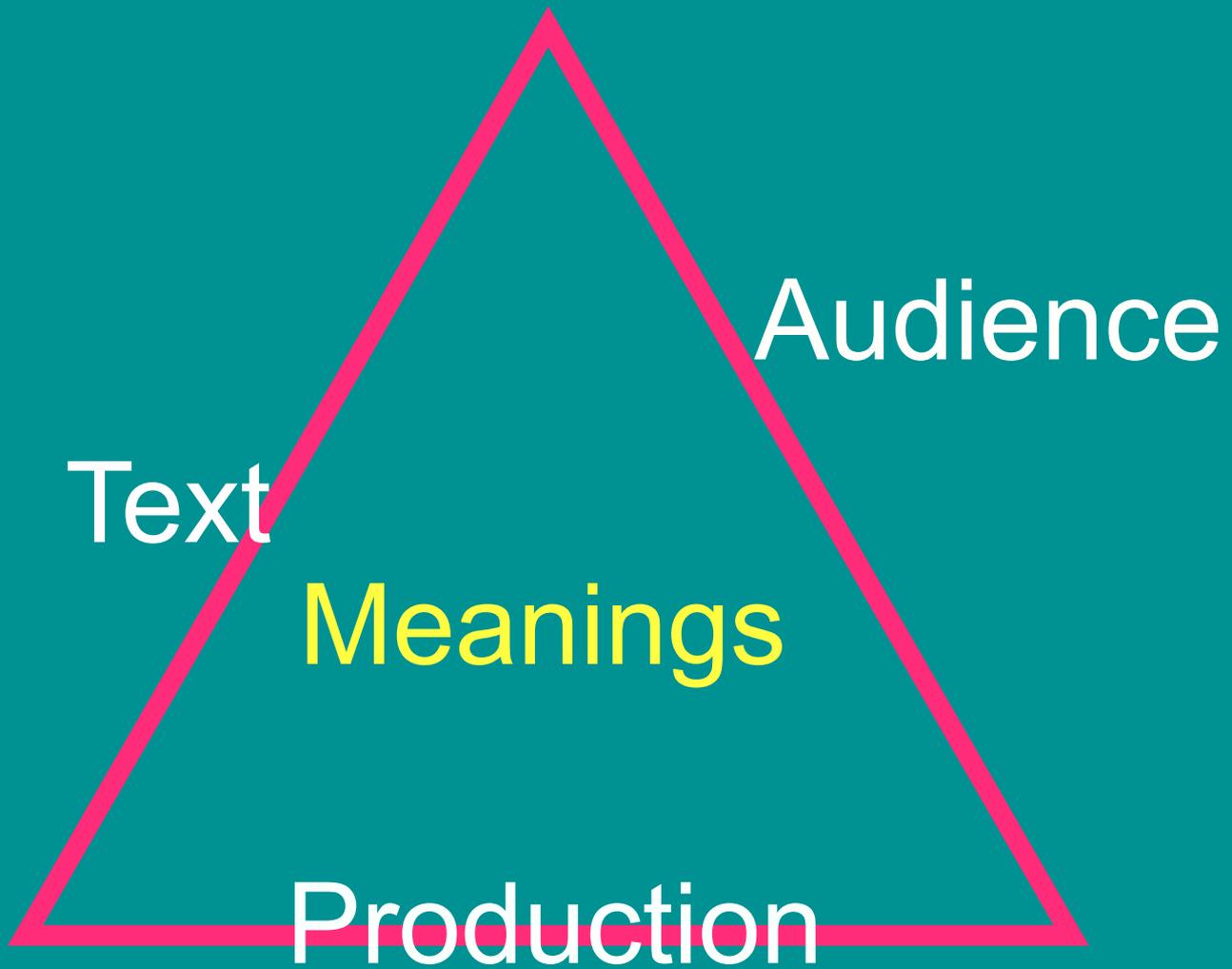
Scottish Film Council



Meanings

Multiple Perspectives





Audience

race

class

culture

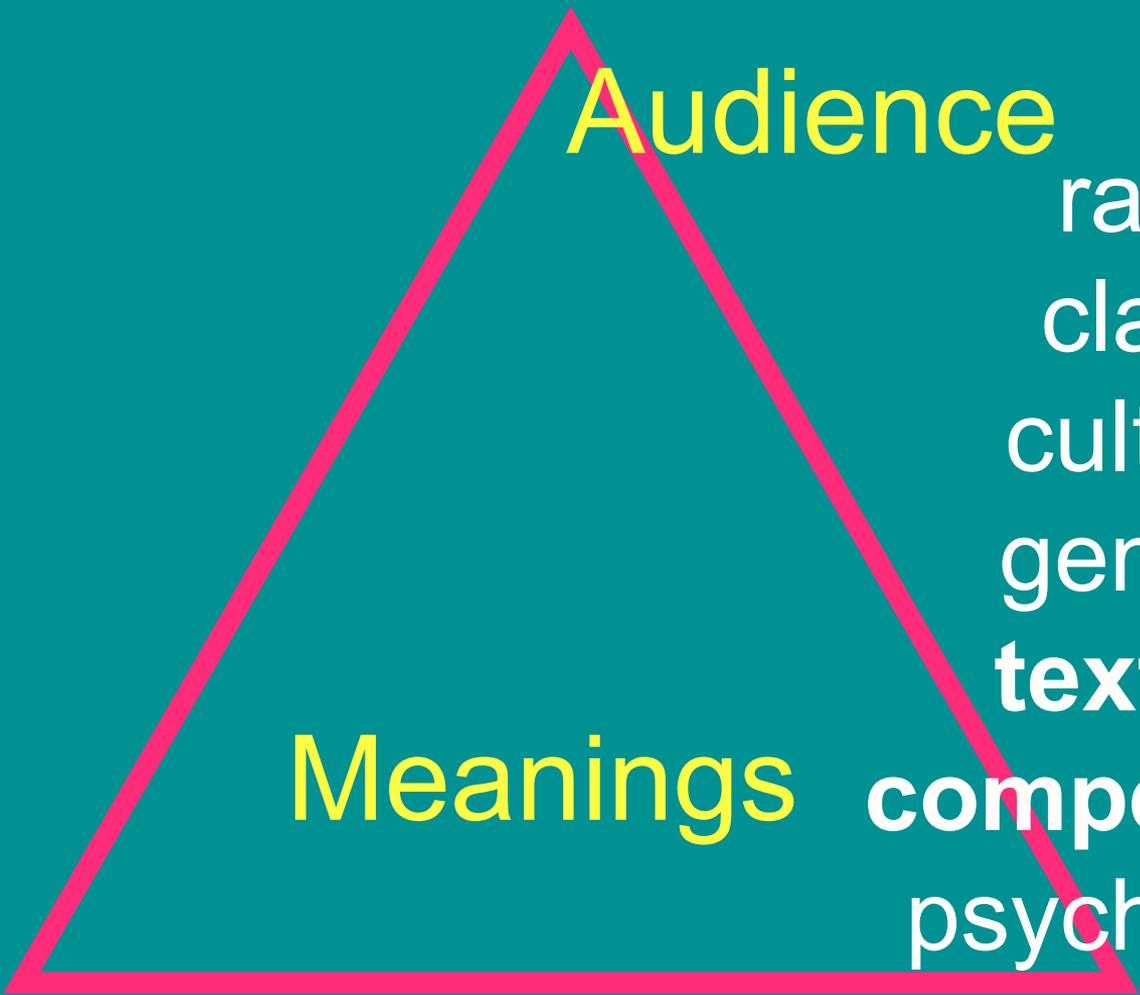
gender

textual competence

psychology

social function

Meanings



Audience

race

class

culture

gender

textual

Meanings

competence

psychology

social function



Audience

race

class

culture

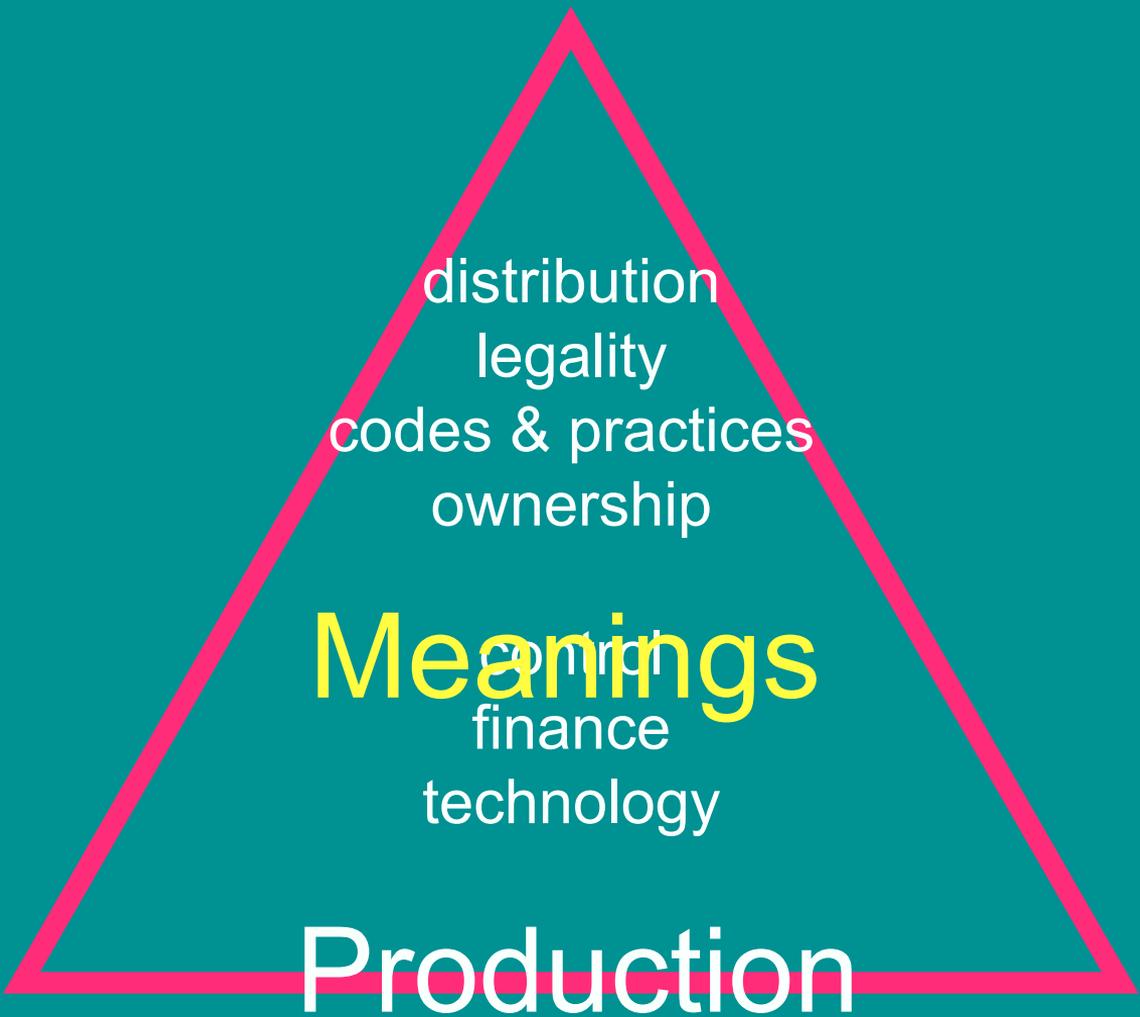
gender

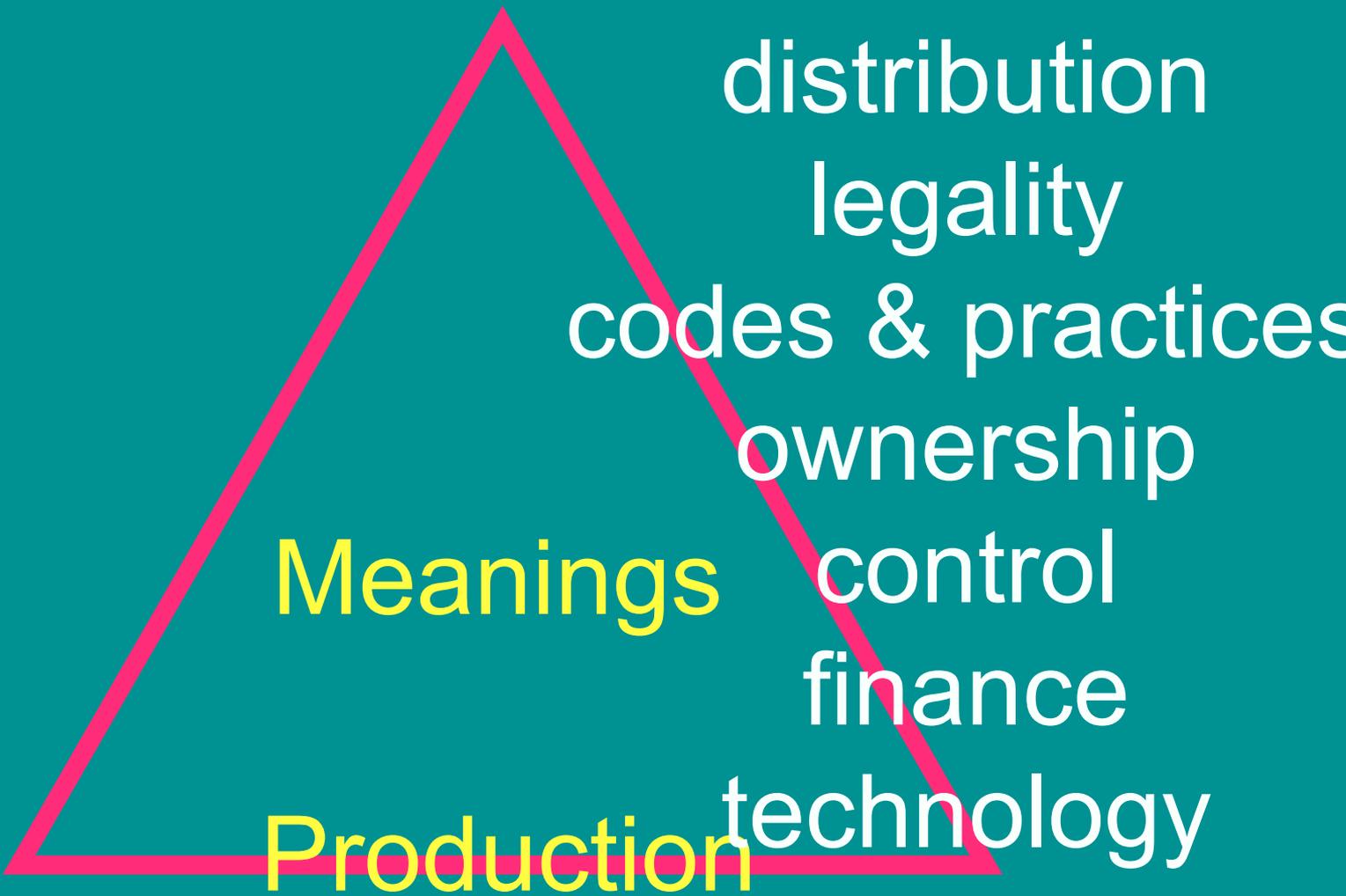
Meanings

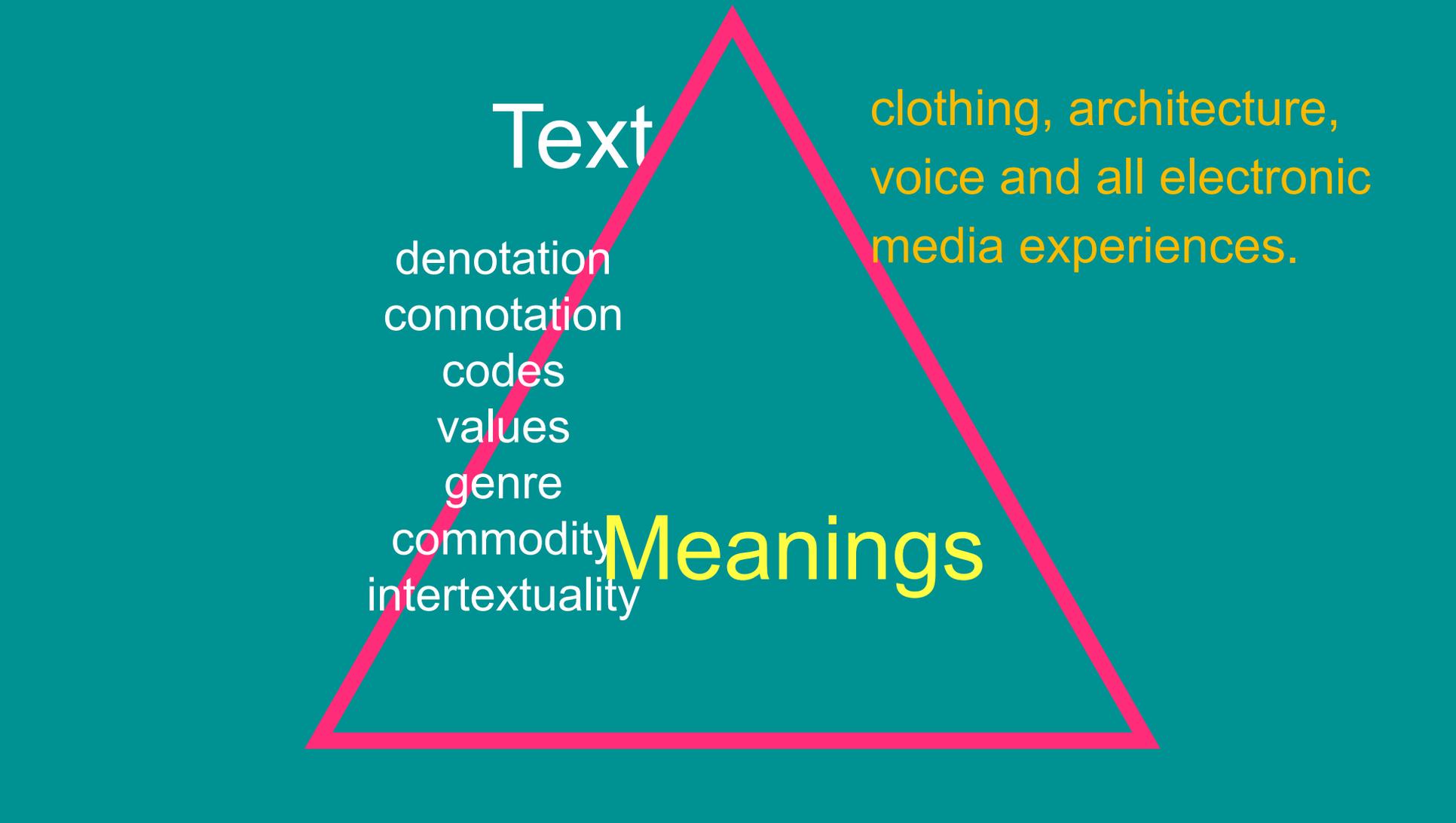
textual competenc

psychology

social function







Text

denotation
connotation
codes
values
genre
commodity
intertextuality

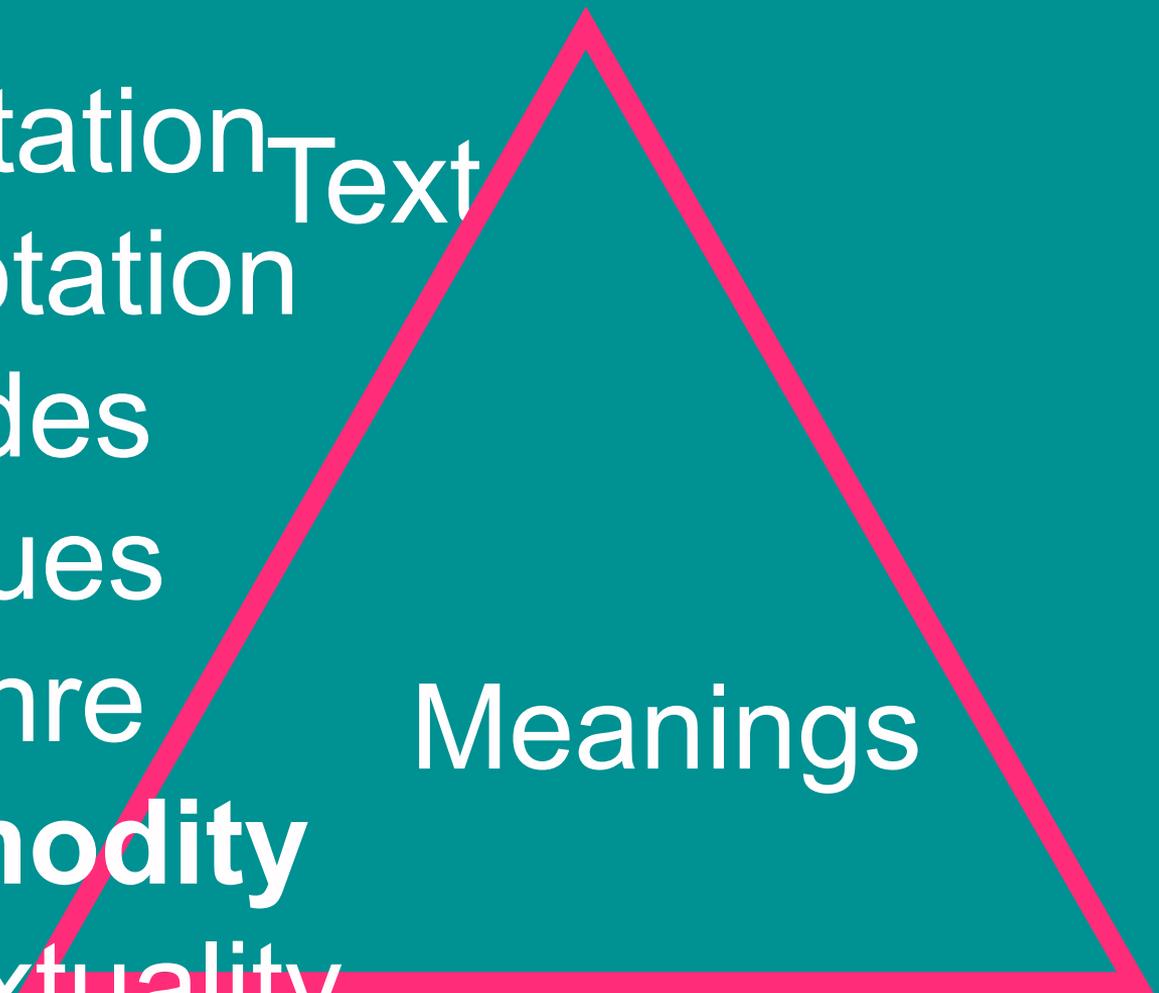
Meanings

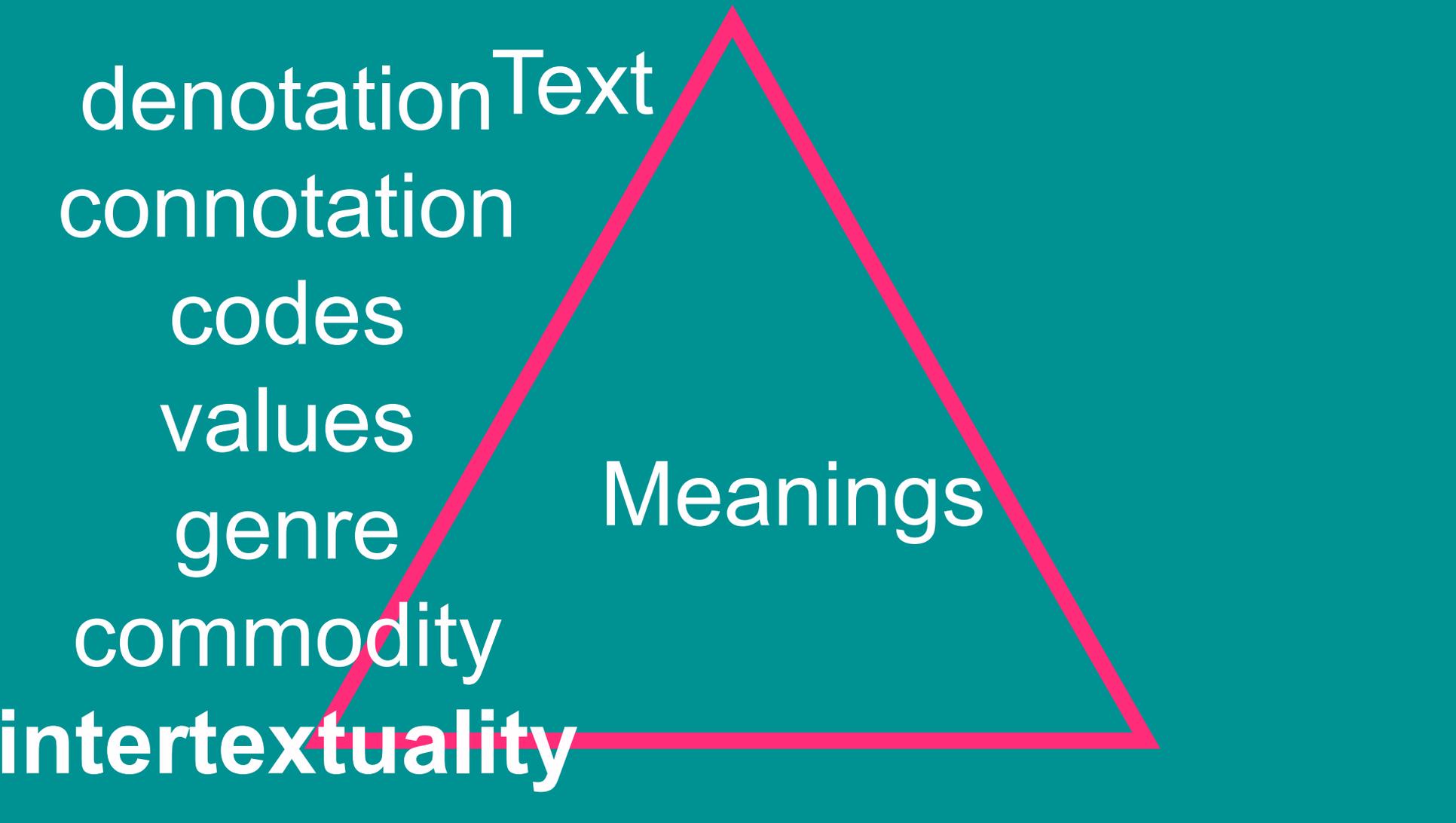
clothing, architecture,
voice and all electronic
media experiences.

denotation
connotation
codes
values
genre
commodity
intertextuality

Text

Meanings





denotation **Text**

connotation

codes

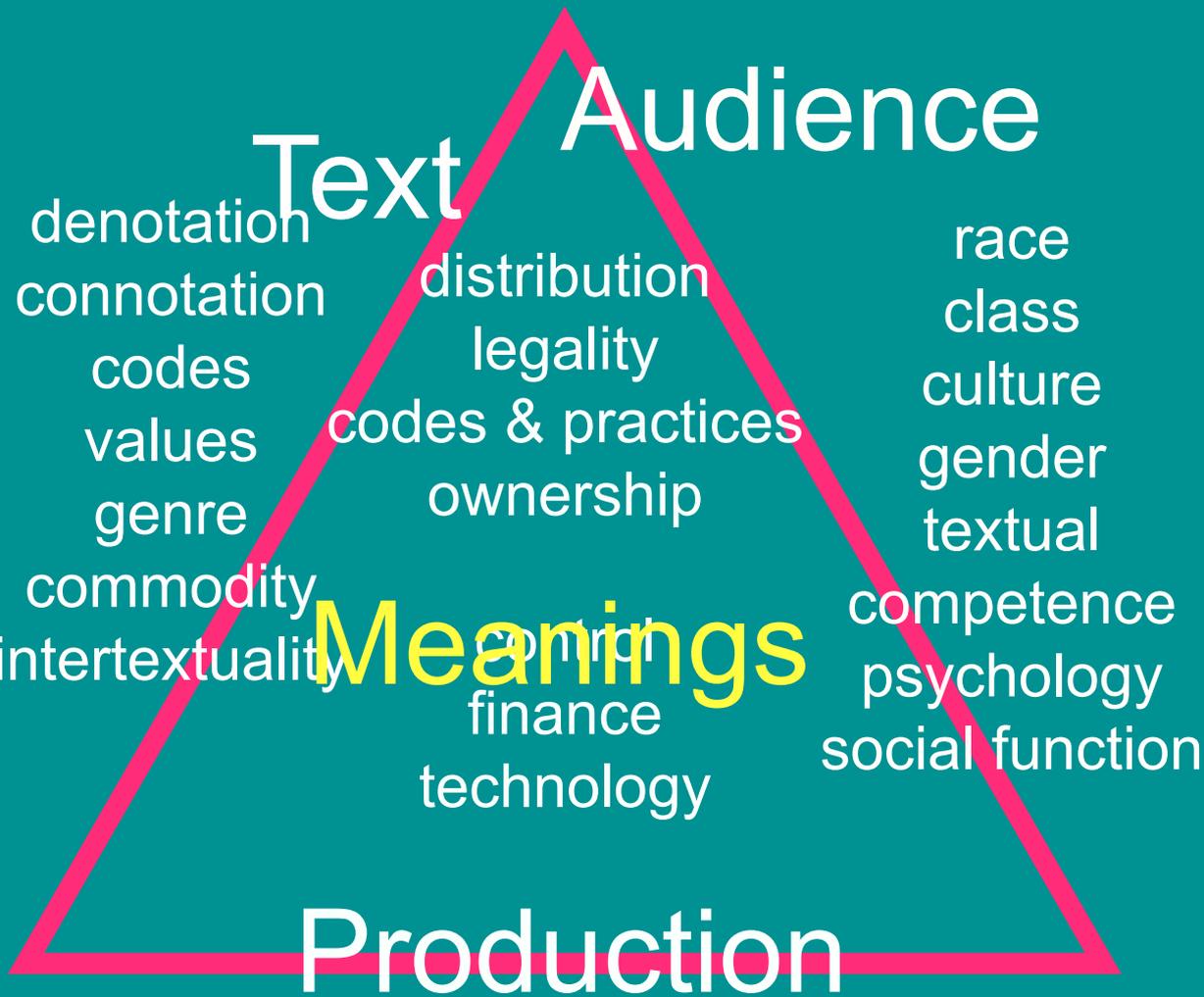
values

genre

commodity

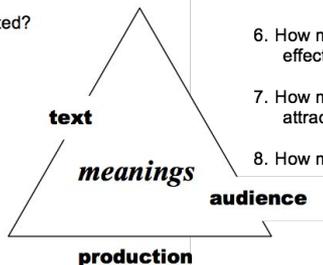
intertextuality

Meanings



Triangled Questions

1. What kind of text is this?
(e.g., tweet, magazine, video, T-shirt, poster, website)
2. Does it follow a formula or pattern?
3. What are the codes and conventions used?
4. Are there any stereotypes?
5. What might be its (implicit and explicit) messages?
6. What values are being promoted?
7. Whose point of view do the values represent?
8. Are my values represented?
9. Why or why not?



1. Who is the target audience for this text?
2. How and why does this text appeal to its target audience?
3. How does this text (not) appeal to me?
4. How might this text include some people while excluding other people?
5. In what different ways might people use or consume this text?
6. How might I change the text to make it more effective?
7. How might I change the text to make it attractive to a different target audience?
8. How might this text be changing society?

1. Who produced this text?
2. For what purpose(s) was it produced?
3. How might knowing the producer and purpose change the meaning?
4. How might I influence the production of this kind of text?
5. How is this text distributed or sold to the public?
6. Who owns the text (copyright)?
7. Who profits from the consumption of this text?
8. What rules and laws affect the production of the text
(e.g. copyright, running time, trademarks)?
9. How might I create a similar text (or be prevented from doing so)?

website)

used?

) messages?

text

1. Who is the target audience for this text?
2. How and why does this text appeal to its target audience?
3. How does this text (not) appeal to me?
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6. How might I change the text to make it more effective?
7. How might I change the text to make it attractive to a different target audience?

TEXT

What does this interface look like?

How much of the interface is text?
Images? White space?

What codes and conventions does this interface use? What formula does it follow?

How has this interface changed over time? How are those changes significant?

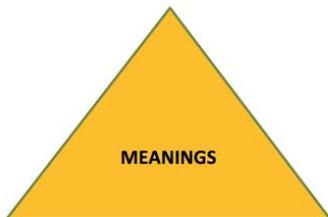
What is missing from this interface?

What other media intersect with this interface?

How are video/audio/images used in the text?

Whose values are being promoted?

[Social Media Triangle]



PRODUCTION

Who created this social media site?

For what purpose was it created?

Is the company publicly or privately held?

How does the company collect information about its users?

What does the company do with the information it collects?

How does the company profit from the site?

AUDIENCE

Was this interface created for a specific audience?

Who uses this interface?

For what purpose(s) would it be used?

How is the audience entertained on this site or encouraged to spend time on the site?

What is the cost of using this interface?

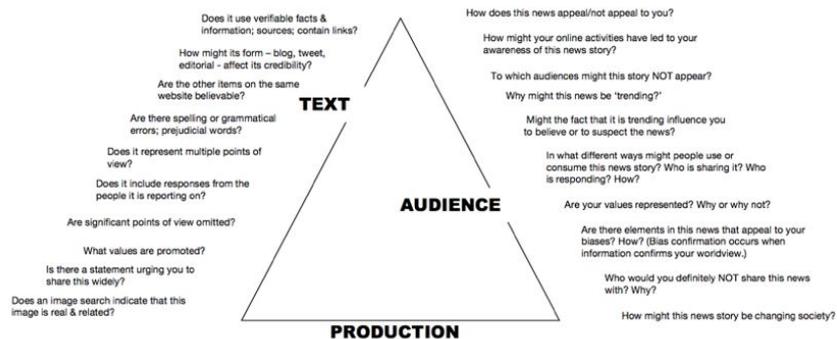
Why do I enjoy using this interface?

What would I change about the interface?



aml.ca

FAKE NEWS TRIANGLE



See over for a comprehensive list of Questions ...



Text Audience

denotation
connotation

codes
values

genre

commodity

intertextuality

distribution
legality

codes & practices

ownership

control

finance

technology

race

class

culture

gender

textual

competence

psychology

social function

Meanings

Production