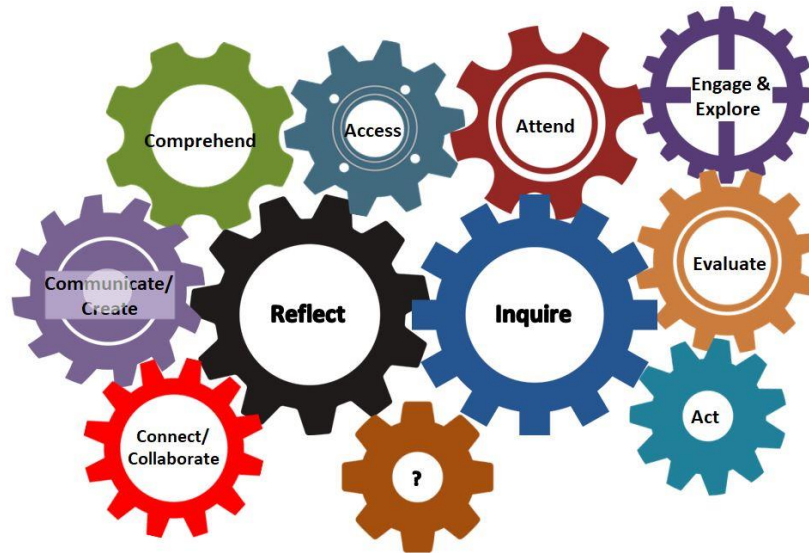


# Media Literacy Core Competencies

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Skills • Knowledge • Dispositions

Media literate people can do these things well and are motivated to want to do them:

**Access:** facilitate equitable availability and effective use of media

**Act:** take meaningful individual and community-minded steps based on what one knows about media and media messages

**Attend:** notice media, media structures, and media messages

**Communicate & Create:** express oneself using multiple types of media

**Comprehend:** accurately identify types of media and understand basic media messages

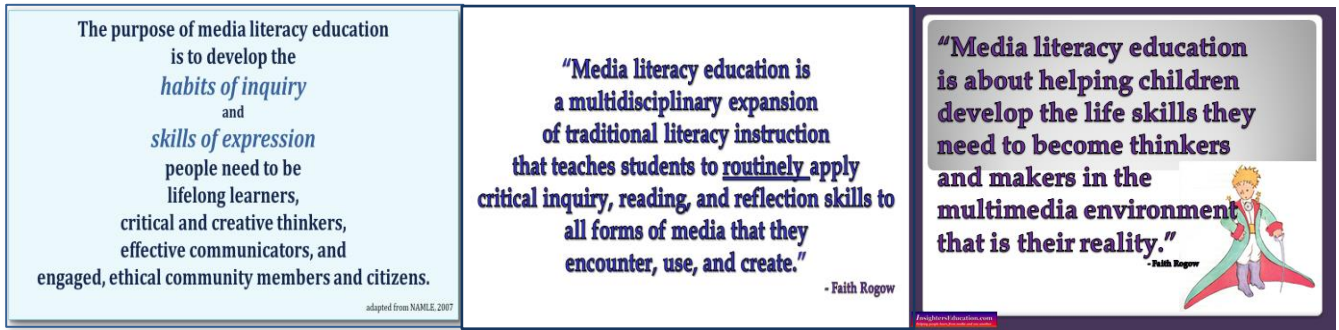
**Connect & Collaborate:** use media to work and communicate with others

**Engage & Explore:** use media actively for purpose and enjoyment

**Evaluate:** ask if this media is right for me or my task

**Inquire:** use relevant, probative questions to analyze media messages and find credible answers

**Reflect:** ask how media or media messages affect me or others



## ADDITIONAL RESOURCES

### [“Preparing for Civic Responsibility in Our Digital Age: A Framework for Educators to Ensure Media Literacy Education for Every Student”](#)

Written by Dr. Faith Rogow for [Democracy Ready NY](#), Center for Educational Equity – Teachers College, Columbia University 2023, this framework describes inquiry-based media literacy education, including anchor skills and a preliminary scope and sequence for K-12.

A [summary](#) of the longer report is also available from the *Carnegie Reporter*: [Media Literacy for Students in a Digital Age | Citizenship | Carnegie Corporation of New York](#)

### [Project Look Sharp](#)

Dedicated to integrating inquiry-based media literacy lessons into existing core subject areas, PLS resources include a searchable database of 850 curriculum-driven media literacy lessons (including a lesson based on Baby Shark), demonstration videos, and downloadable handouts – all free. They also feature work with librarians as leaders of media literacy (search the site for ML3) and this short video explaining inquiry-based media literacy methods, outcomes, and impact:

<https://www.youtube.com/watch?v=qC-P4szBQKY>

[Media Literacy for Young Children: Teaching Beyond the Screen Time Debates | NAEYC](#) – Dr. Rogow’s groundbreaking book about developmentally appropriate strategies for media literacy education in early childhood. A must read for every K-2 teacher, administrator or librarian, or anyone wanting a clear understanding of media literacy competencies.

[National Association for Media Literacy Education \(NAMLE\)](#) - <https://namle.org/>

The nation’s largest membership organization for media literacy educators and advocates. Runs the [National Media Education Conference](#) (<https://conference.namle.org/>) and [U.S. Media Literacy Week](#) (<https://mlw.namle.org/>) Membership is free.

[Devorah Heitner](#) – Research-based parenting advice for a digital world, including a blog that explores how and why to be a mentor instead of a monitor.

Follow **Dr. Faith Rogow** on BlueSky (@InsightersEd) or LinkedIn. Find her blog or contact her via her website: [insighterseducation.com](https://insighterseducation.com)

