

MEDIA LITERACY EDUCATION STRATEGIES YOUNG CHILDREN



Your Guide today: Dr. Faith Rogow
InsightersEducation.com
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REFLECTION

One new insight ... (I never thought about it that way) 

One "hmmm moment" ... (I need to think about that more) 

One thing I'm eager to try ... (set a start date) 

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DO YOU
RESPOND TO
THESE
DIFFERENTLY?

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3 MAIN RESPONSES

Media Management Media Reform Media Literacy

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Media Reform

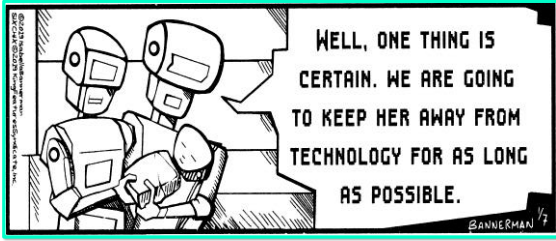
5RIGHTS FOUNDATION
<https://5rightsfoundation.com>

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“Media literacy education is a multidisciplinary expansion of traditional literacy instruction that teaches students to routinely apply critical inquiry, reading, and reflection skills to all forms of media that they encounter, use, and create.”

- Faith Rogow

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WHAT IF WE APPROACH THE CHALLENGE AS ILLITERACY?

"Focusing education only on health and safety is fine if all we want is for children to survive.
 But if we want to prepare them for engaged citizenship in our digital world, we also need to provide a strong foundation in reasoning and reflection. And with young children especially, that foundation must be grounded in curiosity, creativity, and collaboration instead of anxiety and fear.
 That's exactly what media literacy education offers."

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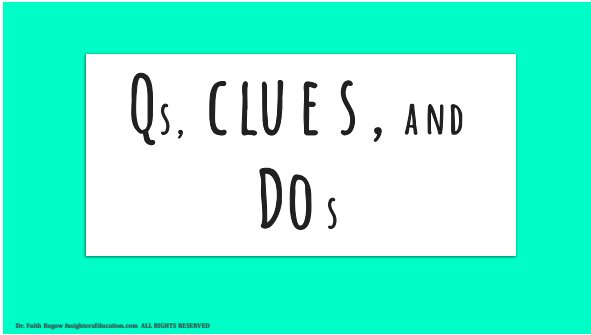
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FOCUS ON SKILLS: Media Literacy Competencies



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Qs

PURPOSES: What does this want me to do?
 Why would they want me to do that?

EFFECTS: If I did it, would my family be proud of me?

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Qs AND CLUES

Qs
INTENDED/TARGET AUDIENCE Who are they talking to?

CLUES
 How do I know?

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People use their individual skills, beliefs, and experiences to construct their own meanings from media messages.



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In media literacy lessons, rather than offering predetermined interpretations, educators ask students what they notice and then help them to develop the skills and knowledge to notice more.

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This is what we see ↓



This is what the camera sees —



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<https://www.youtube.com/watch?v=cVEH4-EFcRw>



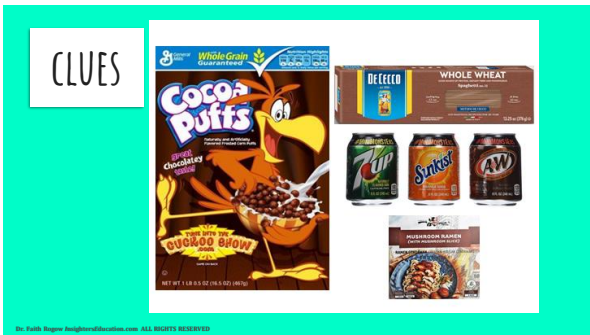
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👎 "LOOK AT HOW THIS FOOLS YOU!"

👍 "LOOK AT THESE CLUES YOU CAN LEARN TO READ."

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BOOKS ARE MEDIA

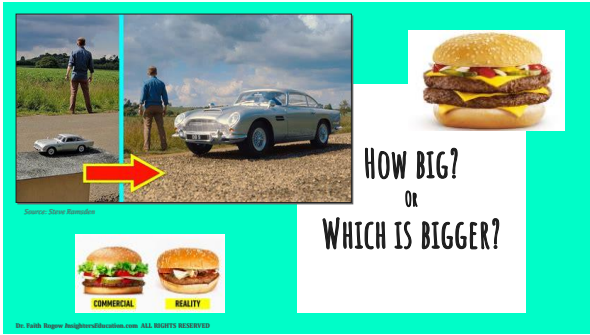
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SEARCH for PATTERNS

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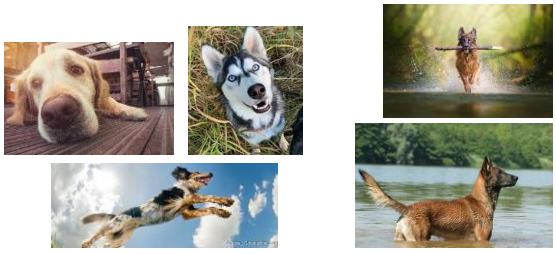


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PLAY WITH DIGITAL TOOLS



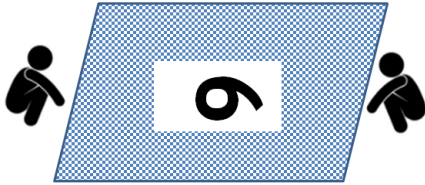
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PERSPECTIVE / POINT OF VIEW



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PERSPECTIVES



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CLUES


IS 7
A LOT OR
A LITTLE?

Planets
'LIKES' for Beyonce's latest video
People who took the dare to eat hot pepper chips
Number of tries before someone gave up on learning to whistle

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QS & CLUES



MUI KITCHEN US (English) · 8h

I asked 5 chefs to name the best potato chips and they all picked the same brand

👍 289 🗨️ 66

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CLUES

IS IT AN OVERGENERALIZATION?

EVERYONE, EVERY, WE ALL, THEY ALL, NOBODY, [NAME OF GROUP]

SPOT THE OVERGENERALIZATIONS:

Everyone has a birthday.
 All kids want a chocolate birthday cake.
 Nobody in America likes soccer better than basketball.
 We all celebrate Christmas.
 Asians are better than other people at judo.
 Every time I ride my bike I have to wear a helmet.

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OUR BRAINS NEED WORDS



To see
To analyze
To discuss

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- Look for types of media examples that might actually show up in children's real lives
- Build on their existing knowledge by teaching them to ask questions and spot clues that help build their judgment and discernment skills (sources can be credible on one thing w/out being credible on everything)
- Treat images as important information sources (just like print)
- Broaden their schemas about how the world works, including the online world
- Help them practice careful observation - noticing details that are clues

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(set a start date)



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"Teaching media literacy is like using a kaleidoscope - there is a fixed set of skills and knowledge that you can turn and jiggle into an infinite variety of intriguing combinations." p. vii



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