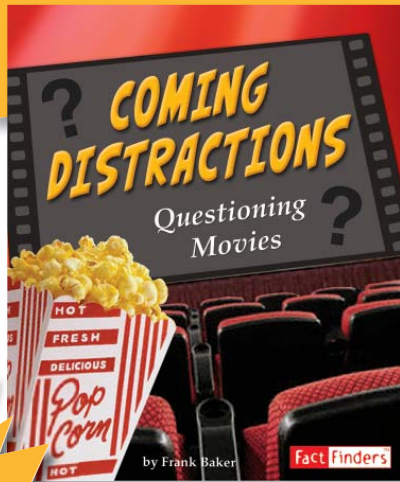


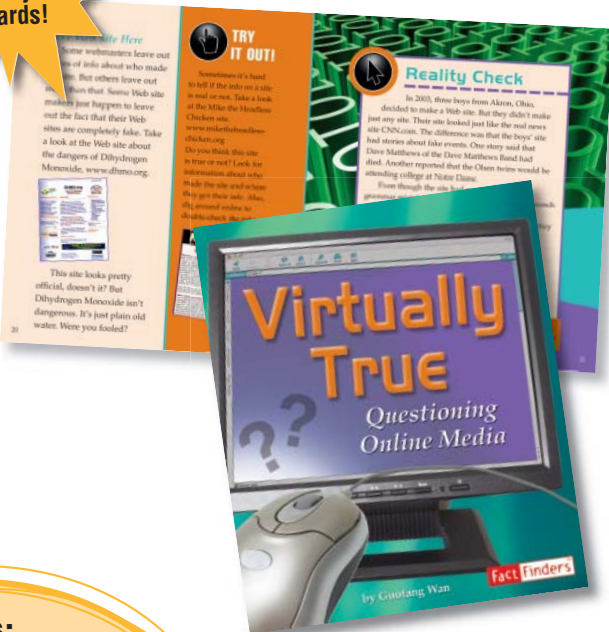
Take Control of Media Messages



Media Literacy empowers young readers

with the tools they need to evaluate the barrage of media messages that reach them every day. Value assumptions, product placements, and cues to act are embedded in each media message. This fun series embraces media as entertaining and useful but also teaches readers a systematic way to question pop culture and to recognize the influences of media messages.

Supports media literacy standards!



Each book includes these key questions:

- Who made the message and why?
- Who is the message for?
- How might others view the message differently?
- What is left out of the message?
- How does the message get and keep my attention?

Features:

- Try It Out! scenarios for students to practice creative critical thinking
- Reality Check sidebars with cool inside scoops
- Behind-the-Scenes photodiagram
- Lingo boxes
- Time Line
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- FactHound.com Internet sites
- Table of contents, glossary, index
- Reinforced library binding
- 32 pages, size: 7 3/4" x 8 3/4"
- Reading Level: 3-4
- Interest Level: 3-5



MEET THE AUTHOR EXPERTS



Neil Andersen
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Media Literacy

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