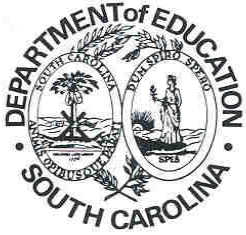


Concepts: Media Literacy


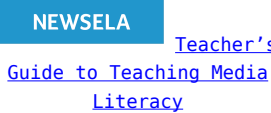




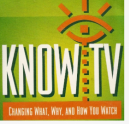








In 2003, 2005 and 2006, I conducted “Best Practices” workshops for K-12 teachers on behalf of the SC State Department of Education. My teaching approach is three-pronged: start with visual literacy; secondly address [advertising](#); and lastly [the moving images](#). My workshops involve close reading media messages and include many hands-on, interactive activities. I welcome inquiries regarding my [professional development workshops](#) for schools/districts/conferences. [Frank W Baker](#)

Recommended Books for: [Elementary Library Collections](#); [Secondary Library Collections](#)

See also: [Short Video Clips](#) for Teaching Media Literacy

Available curricula online:

 <p>YOUTHLEARN Media Literacy Toolkit</p>	 <p>UNESCO MIL Curriculum For Teachers</p>	 <p>NEWSELA Teacher's Guide to Teaching Media Literacy</p>	<p>download materials here.</p>	 <p>Media: Between The Lines</p>
 <p>SPOT Media Literacy Primer Book</p>	 <p>Toolkit: Media & Digital Education</p>	 <p>Truth in Reality Media Advocacy Toolkit</p>	<p>new series of lessons</p>	 <p>MediaLit Moments: lesson plan archive</p>
 <p>Link to curriculum.</p>	 <p>MIND OVER MEDIA</p>	 <p>Birth of Image A Concise Guide to Media Literacy</p>	<p>Create Powerful Media</p>	 <p>Getting Inside the Box: A Media Literacy Toolkit for Adult Learners</p>

 <p>Media Revealed: Understanding Our Media Diet</p>	 <p>Know TV</p>	<p>Media Literacy Survival Guide</p> <p>How to Survive in a Society Setting You Up for Failure</p> <p>Media Literacy Survival Guide</p>	<p>STUDENT REPORTING LABS <i>Think. Create. Inform.</i></p> <p>PBS NewsHour Extra. Link to curriculum.</p>	<p>Switch on!</p> <p>Media Literacy for Beginners ‘Switch On!’</p>
	<p>HOME, Inc. <i>Shaping MEDIA. Shaping LIVES</i></p> <p>Teacher’s Library For Media Literacy</p>	 <p>Media Studies (Saskatchewan)</p>	<p>A Guide to Effective Instruction: Media Literacy (Ontario)</p>	<p>Project SMARTart</p>
 <p>download the PDF files</p>		 <p>Literacy for the 21st Century (CML): 1st Edition: Construction 2nd Edition: Construction & Deconstruction</p>	<p>Think Literacy: Cross Curricular Approaches, 7-12 (Ontario)</p>	 <p>Common Sense in the Classroom: A Media Literacy Guide</p>
 <p>Media Studies Curricula</p>	 <p>Topic: Media Evaluation Topic: Stereotype and Bias</p>	<p>Mind Over Media (Court TV)</p>	<p>Media Literacy For Global Citizenship</p>	

Recommended DVD/videos:

[Writing About Media](#) (Media Education Foundation, 2008)

[Media Literacy Toolbox](#) (New Mexico ML Project, 2008)

[Understanding Media Literacy: Asking MORE Questions](#) (Carmelina Films, 2008)

[Media Smart Strategies for Analyzing Media](#) (McDougal Littel, 2007)

[Understanding Media Literacy](#) (2007) Films Media Group

[Media Literacy For Teens](#) (2007)

produced in short segments—all designed to introduce the critical thinking questions to the high school audience (“I like this one.” Frank Baker)

[Teaching Media Literacy: Asking Questions](#) (2006)

[Research Skills: Media Literacy](#)

(23 minutes) Grades 7-12

Producer: Schlessinger Media Distributor: LibraryVideo.com

[Media Literacy: The Audience](#)

[Media Literacy: Creating Media](#)

[Media Literacy: Ethics](#)

(all of the above produced by First Light Video Publishing)

Discovering Language Arts: Beginning Media

Literacy (3rd-5th) ISBN: 1-59527-792-7

Producer: Discovery Education Intermediate Media

Literacy (6th-8th) ISBN: 1-59527-694-7

Analyzing Media Influences (9th-12th) ISBN: 1-59527-804-4

Assignment Media Literacy

[Elementary](#) [Middle](#) [High](#)

Scanning Television 2 “I know of no other product as good as Scanning Television...”

Rich, relevant content, packaged in a way that makes it easy for classroom teachers

to integrate into instruction. Two thumbs up...way up!” (Frank Baker’s original testimonial)

[Media Literacy: TV- What You Don’t See](#) (In The Mix series)

[The New Normal: Get the News?](#) (In The Mix series)

Tuning Into Media: Literacy For the Information Age ([part one](#); [part two](#))

[Know TV](#) promotes analysis of non-fiction TV by students in grades 6-12

- [What is Media Literacy?](#)
- [Media Analysis](#)
- [Reading Mass Media Texts](#)
- [Defining Media Literacy](#)
- [Why is media literacy important?](#)
- [What is critical media literacy?](#)
- [General Principles of Media Literacy](#)
- [Introduction to Media Education](#)

- [Eight Key Concepts of Media Literacy](#)
- [Media Lit 101: An Introduction to Media Literacy](#) -John Pungente
- [Media Literacy teaching tips](#)
- [Media Literacy 101: Topics to Explore](#) (Washington State)
- [Media Literacy 101](#) -an online primer from Cable In The Classroom
- [Media Literacy Curriculum Model](#)
- [Semiotics of New Media Literacy](#)
- [What is media literacy and why is it important?](#)
- [Why Media Literacy Matters](#) & Teacher's Toolkit (Media Channel)
- [Media Education in the UK](#)
- [Key Areas of Media Education](#) (BFI)
- [Framework for Approaching Media Texts](#)– Cary Bazalgette
- [Media Literacy and the Quebec Education Program](#)
- [Media History Project](#)
- [Media Triangle](#)– way of deconstructing texts
- [Introduction to Media Literacy](#)-David Considine
- [Media Literacy Menu: Ingredients for Successful Media Studies](#)-Barry Duncan
- [Media Literacy Education: Watch Carefully, Think Critically](#)
- [Media Literacy](#) at UCSB
- [Media Literacy: Understanding the Language Is Understanding the Culture](#)
- [Media Literacy within the Multicultural Classroom](#)
- [Media, Culture and Meaning](#)
- [Media Literacy: A Socratic Approach](#)-Art Silverblatt
- [18 Basic Principles](#)- Len Masterman
- [12 Basic Principles For Incorporating ML Into Curriculum \(Project LookSharp\)](#)
- [Media Literacy Quotes](#)
- [Media Literacy The New Basic](#)
- [Media Literacy: The New Basic](#)– 8 minute video, Real Player required
- [Purpose Driven Media Literacy](#) (dissertation)

- [Reading A Media Item](#) (Australia)
- [Teaching Cultural/Historical Literacy Through Satire](#)
- Teaching Media Literacy: [Helping Kids Become Wise Consumers of Information](#)
- [Trends in media literacy education](#)
- [UnderstandMedia.com](#)
- [Why Teach Media Literacy?](#)
- [Why Teach Media Literacy-Fran Trampiets](#)
- [Media Literacy Links](#)
- [Glossary of Media Literacy Terms](#)
- [Skills and Strategies for Media Literacy](#)
- [Lesson Plans: Media Literacy](#)
- [Moving Images In The Classroom](#) (BFI)
- [Reading Between The Lines: Media Literacy](#)
- [Nancy Faraday's Media Studies Teachers' Resource](#)

Recommended [texts](#); [textbooks](#)

Recommended **journals/periodicals**: see also SAGE's [Communications & Media Studies](#) titles (related recommendations for K-12 [here](#))



