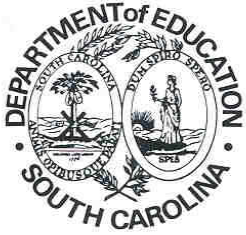


Concepts: Media Literacy











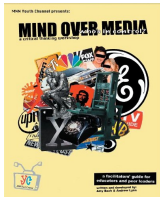












In 2003, 2005 and 2006, I conducted “Best Practices” workshops for K-12 teachers on behalf of the SC State Department of Education. My teaching approach is three-pronged: start with visual literacy; secondly address advertising; and lastly the moving images. My workshops involve close reading media messages 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>See Jane 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 Think. Create. Inform.</p> <p>PBS NewsHour Extra. Link to curriculum.</p>	<p>Switch on!</p> <p>Media Literacy for Beginners 'Switch On!'</p>
 <p>Media Literacy within the Multicultural Classroom</p>	 <p>HOME, Inc. Shaping MEDIA Shaping LIVES</p> <p>Teacher's Library For Media Literacy</p>	<p>media studies 20</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>THE DECODING THE MEDIA HANDBOOK YOUR GUIDE TO TODAY'S MEDIA Read the Handbook...</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 Littell, 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)



