

# Concepts: Media Literacy




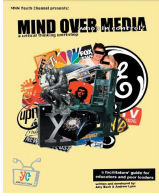


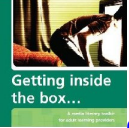

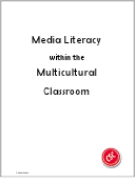




In 2003, 2005 and 2006, I conducted “Best Practices” workshops for K-12 teachers on behalf of the SC State Department of Education. My teaching approach is three-pronged: start with visual literacy; secondly address [advertising](#); and lastly [the moving images](#). My workshops involve close reading 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:

 MEDIA LITERACY TOOLBOX YouthLearn <a href="#">YouthLearn Media Literacy Toolkit</a> 	 UNESCO <a href="#">MIL Curriculum For Teachers</a>	 NEWSELA <a href="#">Teacher's Guide to Teaching Media Literacy</a>	 download materials <a href="#">here.</a>	 <a href="#">Media: Between The Lines</a>
 SPOT Media <a href="#">Literacy Primer Book</a>	 <a href="#">Toolkit: Media &amp; Digital Education</a>	 Truth in Reality <a href="#">Media Advocacy Toolkit</a>	 <a href="#">see Jane new series of lessons</a>	 MediaLit Moments: <a href="#">lesson plan archive</a>

 <p>Link to <a href="#">curriculum</a>.</p>		 <p><a href="#">Birth of Image: A Concise Guide To Media Literacy</a></p>	 <p><a href="#">Create Powerful Media</a></p>	 <p><a href="#">Getting Inside the Box: A Media Literacy Toolkit for Adult Learners</a></p>
 <p><a href="#">Media Revealed: Understanding Our Media Diet</a></p>	<p><a href="#">Media And Information Literacy Curriculum for Teachers</a></p>	<p><a href="#">Media Literacy Survival Guide</a></p> <p>How to Survive in a Society Setting You Up for Failure</p> <p>Media Literacy Survival Guide</p>	<p><b>STUDENT REPORTING LABS</b> Think. Create. Inform.</p> <p>PBS NewsHour Extra. <a href="#">Link to curriculum.</a></p>	<p><b>Switch on!</b></p> <p>Media Literacy for Beginners <a href="#">‘Switch On!’</a></p>
	<p><b>HOME, Inc.</b> Shaping MEDIA. Shaping LIVES</p> <p><a href="#">Teacher’s Library For Media Literacy</a></p>	<p>media studies 20</p> <p><a href="#">Media Studies</a> (Saskatchewan)</p>	<p>A Guide to Effective Instruction: <a href="#">Media Literacy</a> (Ontario)</p>	<p><a href="#">Project SMARTart</a></p>
 <p><a href="#">download the PDF files</a></p>		<p><b>CML</b> Mission: Media Literacy</p> <p>Literacy for the 21st Century (CML):</p> <p><a href="#">1st Edition</a>: Construction <a href="#">2nd Edition</a>: Construction &amp; Deconstruction</p>	<p><a href="#">Think Literacy: Cross Curricular Approaches, 7-12</a> (Ontario)</p>	<p><input checked="" type="checkbox"/> <a href="#">Common Sense in the Classroom: A Media Literacy Guide</a></p>
 <p>Media Studies Curricula</p>	 <p>Topic: <a href="#">Media Evaluation</a> Topic: <a href="#">Stereotype and Bias</a></p>	<p><a href="#">Mind Over Media</a> (Court TV)</p>	<p><a href="#">Media Literacy For Global Citizenship</a></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

[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](#))



JMLE



IJLM  
International Journal of Learning and Media



Journal of Digital  
and Media Literacy

