

CML

Mission: Media Literacy

CENTER FOR MEDIA LITERACY

WHAT DO YOU NOTICE?

The powerful images, words and sounds that media convey affect us all as consumers, producers and citizens. For five consecutive weeks, we will deconstruct (or critically analyze) an image using CML's Five Key Questions and Five Core Concepts of Media Literacy. Keep in mind that these questions are just a starting point for more deeply understanding a media message – but these starting points can lead to a fuller understanding of how media work in our global media culture.

Instructions

Thoughtfully explore the following Key Question and Core Concept regarding the image below. Then, go to this link to be able to complete the assignment BEFORE writing your journal entry regarding the image, and email it (using your CSUN email account) to cml@medialit.com. We will feature responses on CML's website so that others can see how to apply the Key Questions of media literacy to any media content, anywhere, anytime – which is how we discern and learn today.

Key Question: How might different people understand this message differently?

Core Concept: Different people experience the same media message differently.

For more information on media literacy: www.medialit.org CML Key Questions and Core Concepts are used with permission of Center for Media Literacy. Picture below used under Fair Use for educational purposes: <https://www.vos.com/science-and-health/2017/9/26/16365994/hurricane-maria-2017-puerto-rico-san-juan-humanitarian-disaster-electricity-fuel-flights-facts>.

