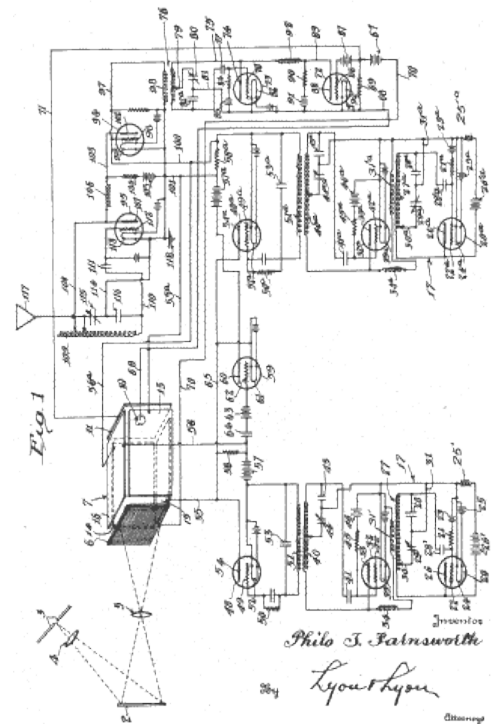


Beyond The Idiot Box Christians & Media

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What on earth is Media Literacy?

Media Literacy is a 21st century approach to education.

It provides a framework to access, analyze, evaluate and create messages in a variety of forms
- from print to video to the Internet.

Media Literacy builds an understanding of the role of media in society, as well as essential skills of inquiry and self-expression necessary for citizens of a democracy.

“Watch carefully, think critically.”

Why should I even bother?

1. The influence of media in our central democratic processes
2. The high rate of media consumption and the saturation of society by media
3. The media's influence in shaping perceptions, beliefs and attitudes
4. The increasing importance of visual communication and information
5. The importance of information in society and the need for lifelong learning

How can I watch TV ... all over again?

Five Key Questions (five key concepts)

- 1. Who created this message?**
All media messages are constructed.
- 2. What techniques are used to attract my attention?**
Media messages are constructed using a creative language with its own rules.
- 3. How might different people understand this message differently from me?**
Different people experience the same message differently.
- 4. What lifestyles, values, and points of view are represented in or omitted from this message?**
Media have embedded values and points of view.
- 5. Why was this message sent?**
Media messages are constructed to gain profit and/or power.

Questions to Guide Young Children

- 1. What is this?** How is this put together?
- 2. What do I see, hear, smell, touch or taste?** What do I like or dislike about this?
- 3. What might other people think and feel about this?** What do I think and feel about this?
- 4. What does this tell me about how other people live and behave?** Is anything or anyone left out?
- 5. Is this trying to sell me something?** Is this trying to tell me something?

Resources & articles

Center for Media Literacy <http://medialit.org/default.html>

The Church in a Mass Media Culture <http://www.umc.org/interior.asp?ptid=4&mid=1042>

Response to Mass Media http://peace.mennolink.org/articles/m_oct97.html

Changing the Idiot Box <http://www.lewrockwell.com/orig4/verhaegh6.html>

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