Media Literacy Objectives

Habits of Questioning
Students will cite specific textual evidence to support analysis.
Students will ask questions about… authorship, techniques, credibility, etc.

Authorship, Purpose and Target Audience
Students will compare the points of view of two media sources.
Students will analyze the source and purpose of media.
Students will identify any economic motivations behind a message.
Students will identify what the makers want me to think about or do.
Students will identify bias in media messages.
Students will determine the target audience for a media message.

Content, Techniques and Context
Students will identify the messages in a media document.
Students will note techniques in media construction.
Students will evaluate the effectiveness of the techniques used.
Students will compare how different authors treat similar topics.
Students will identify cultural context, where and how presented, when created, etc.
Students will consider what is left out of a media message.
Students will identify which perspectives/voices are included and missing.

Credibility
Students will differentiate between facts and opinions.
Students will identify and distinguish conflicting claims.
Students will reflect on the credibility of scientific information.
Students will distinguish news, opinion and advocacy.
Students will identify arguments and claims.

Responses and Impact
Students will determine who might benefit and who might be harmed by a media message.
Students will determine how different people might interpret the same media message in different ways.
Students will reflect on the potential impact of media messages on different people.
Students will consider how one’s gender, racial or political identity influences one’s interpretation.
Students will reflect on how their own biases influence their interpretations of and responses.
Students will identify what they learn about themselves from reflecting on their interpretations and reactions.
Students will notice their emotional responses to a media message.
Students will identify actions they can take in response to media messages.