

WHAT IS MEDIA LITERACY?

PREPARATION TIME: 30'

TEACHING TIME: 1 X 60'

ABSTRACT

This learning scenario introduces the notion of media literacy. Participants will learn about the distinction between the narrow notion of media literacy as the ability to read and write and a wider notion of literacy as the possession of certain knowledge and skills, as well as functional literacy and what being media nowadays involves.

KEYWORDS

Media Literacy, Basic Literacy, Functional Literacy, Communication, Mass Media, Communication Model, Jakobson

ONLINE EDUCATIONAL RESOURCES

- *Prezi presentation on Basic and Functional Literacy*
- *A clip from the movie: The Gods Must be Crazy „Reading“ the „news“ from the Kalahari sand*
- *A clip from the movie: The Gods Must be Crazy Who is really literate in the jungle?*
- *Additional Reading – Paris agenda for media education*
- *MediActive Youth Moodle Quiz*

LESSON AIM

The aim of the lesson is for students to understand the distinction between basic and functional literacy, that is, between a simple ability to read and write as a former goal of literacy, and nowadays functional literacy meaning being able to function in the media and technology saturated world.

LESSON OUTCOME

They will understand that being literate today means possessing skills about the media, being able to receive and produce media messages and effectively use technology.

LESSON IMPLEMENTATION PROCESS

Min 1-5 Warming-up: Remind the students and warm them up by asking questions about the previous lesson - media literacy. This sets the mood and clarifies the topic. The educator introduces the topic and class contents, prepares PowerPoint/Prezi presentation; various teaching methods: lecturing, discussion, self-reflection.

Collaborative learning – for 35 minutes participants talk about the distinction between basic and functional literacy, and what media literacy actually means and entails today; using a Prezi presentation, the educator shows representative examples and clips about the media literacy, esp. useful illustrations from The Gods Must Be Crazy movie provided above, and discusses with participants the wider notion of media literacy.

While presenting the content make sure to interact with the trainees and encourage them for active participation.

40-55 Game Based Learning / Knowledge Assessment – participants take a quiz on media literacy via Moodle / Kahoot.

While presenting the content make sure to interact with the trainees and encourage them for active participation.

50-60 Conclusion: Make a short summary of the lesson and ask a couple of questions which help underlying the most important messages about basic and functional literacy.

MATERIALS / TOOLS

Video projector, laptop/desktop, Internet connection, Moodle / Kahoot!

PowerPoint/Prezi presentation enriched with visual materials (images and video clips) and research based factual information.