

MEDIA LITERACY

MEDIA Sovereignty

Happiness & Freedom

MEDIA FREEDOM-CULTURAL Sovereignty

1. Increasing the **quantity** of the available kinds of media which are free to **all** citizens
 - **PUBLIC MEDIA** – in the interests of all citizens for **DEMOCRACY**
 - “**Home-Grown**” and/or “**native**” to the country and its people.
 - **Grassroots**: Books, magazines, TV shows, Films which come out of local citizen’s stories, fears, hopes, and dreams.
 - **NOT from outside corporations** or outside political systems
 - **NOT from VESTED INTERESTS** (only)
2. **Improving the QUALITY of Media**
 - Increasing **USEFUL INFORMATION**, or means of communication
 - **EMPOWERMENT**—enacting important or needed changes → **Equality + Happiness + CHANGE**
 - **REPRESENTATIVE** of the needs, wants, desires, and **VOICES** of actual people within the country.

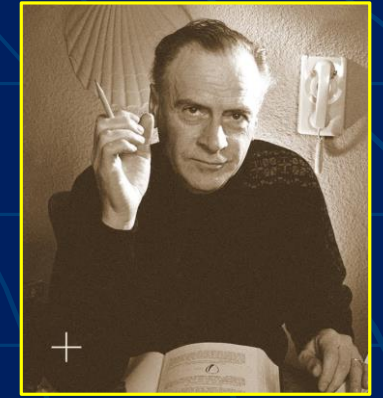
MEDIA LITERACY

Some FUNDAMENTALS



Jean Piaget - Swiss

- † 1950s-1970s
- † OBSERVATIONAL Anthro-Education
- † Cognitive-Educational Theorist
- † "Education" (info+media) which is **appropriate** to a child's BRAIN-NEURO-COGNITIVE development!
- † 4 STAGES of LEARNING Development
 1. Sensory Motor (0-2years old)
 2. Pre-Operations (2-7years old)
 3. Concrete Operations (7-11years old)
 4. Formal Operations (12years old ++)



Marshall McLuhan Canadian

- † 1950s-1970s
- † Media Scholar Theorist "Provocateur"
- † **Media/Technologies ARE NOT NEUTRAL!**
- † Every TECHNOLOGY has an "intended" or "engineered" use or typical way use
- † **The Medium is the Message**
- † All forms of "information" must conform to the DICTATES of that "intended" use.

Howard Gardner

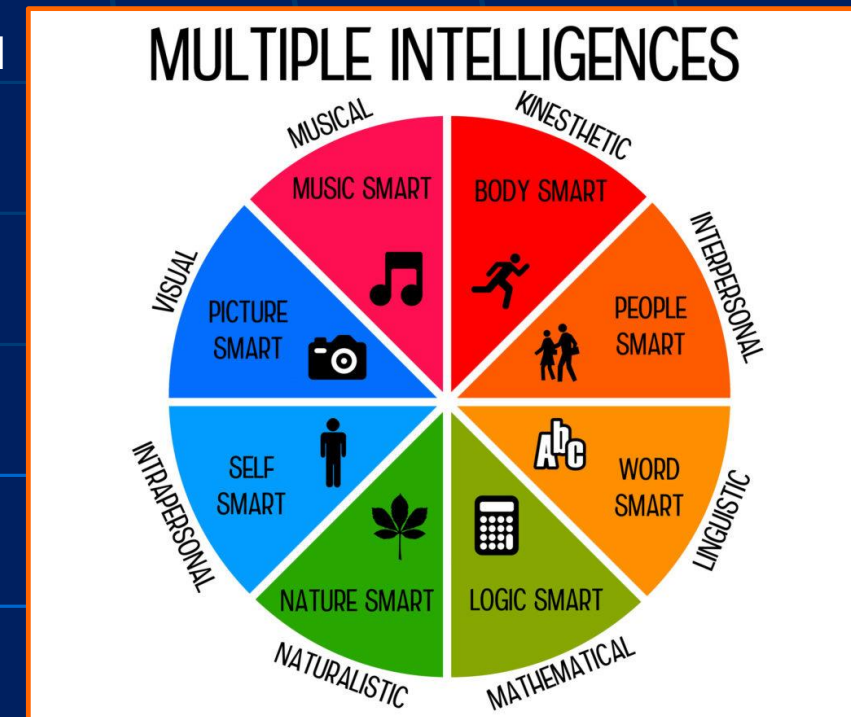
Frames of Mind: The Theory of Multiple Intelligence (1983)

■ 1980s American Cognitive/Learning Psychology

■ Eight Different Types of Intelligences:

- 1. Linguistic:** Sensitivity to language, words, and their meanings.
- 2. Logical-Mathematical:** Ability to reason logically, solve problems, and think abstractly.
- 3. Musical:** Sensitivity to rhythm, pitch, and timbre.
- 4. Bodily-Kinesthetic:** Skill in using one's body and objects skillfully.
- 5. Spatial:** Ability to visualize and manipulate objects in space.
- 6. Interpersonal:** Understanding and interacting with others effectively.
- 7. Intrapersonal:** Understanding oneself and one's own feelings.
- 8. Naturalistic:** Ability to recognize and categorize plants, animals, and other elements of nature.

Existentialist intelligence?



BASIC LITERACY

- Reading + Writing (2-part development)
- Symbolic Abstractions
- Multi-stage/phase development and skillset
- LEVELS
 - **L-5 Advanced Fluency** across multiple disciplines tasks and new/challenging encounters (**Artistry-Eloquence-Novel Creation**)
 - **L-4 Intermediate Literacy** (across disciplines or tasks) story creation → different “realities” TIME/PLACE/PURPOSE – Stylized for target audience?
 - **L-3 “Proficiency” literate** (tasks/tests at hand) → Age 14+ high school – Accurate event description+ some abstractions allegories metaphor multi-meaning
 - **L-2 Basic Literacy** (comprehension-recall-retention-action– Produce oral & written sentences of a “reality”
 - **L-1 Functional literacy** (300-1,000 (?) words in context) basic writing



Score: 13

Name: _____ Subject: English
Date: _____ Sheet: Quick literacy_Test 1

Quick Literacy
Test 1

a Circle the word that rhymes with fat.
thin mat find

b What is the opposite of bad? _____

c Fill in the missing commas.
Strawberries apples bananas and cherries are types of fruit.

d Write this sentence in the correct order: into the pond. The frog jumped


e Rewrite this sentence using a capital letter and a question mark.
where is my coat

f How many syllables are in the word peanut? _____

g Circle the word that comes first in the alphabet.
rat goat mouse

h Join the two words together to make a compound word.
foot + ball = _____

i Which animal barks? _____

j Write the words.

d. _____ h. _____ b. _____ a. _____



MASS MEDIA LITERACY EXPLOSION

Waves of Technology + "Literacies"?

MEDIA WAVE#3

MEDIA WAVE#1

MEDIA WAVE#2

PHOTOGRAPHY
(1839) Popular 1920s
Stills in Time
B&W
Image-Reality
Color
Reproductions
A photographic "eye"

FILM/CINEMA
(1895)
Global Popularity 1920s+
Image-Reality
Documentary-Fiction
Entertainment

PERSONAL COMPUTERS
~1980
PC-Mac-Radio Shack

NEWSPAPERS
(1800s)
Popular 1850s
4th Estate
Community INFO

RADIO Broadcast
(1900s)
Global Popularity 1920s+
Transmission-Reception
Real Time
Information-Entertainment

CABLE TV-SAT TV
(~1980s)
HBO-CNN-TBS-MTV

THE WEB
(~1994)
Multiple Waves

GRAPHIC DESIGN-ILLUSTRATION + POP MAGAZINES-BOOKS
(1800s)
B&W
Reproductions
Color Popular 1920s
Image-Reality → Artistry
Pen-brush-stencil-blocks

TELEVISION
(1930s)
Global Popularity 1950s+
Transmission-Reception
Real Time
Information-Entertainment

SOCIAL MEDIA
(~2006)
Multiple Waves
FB-MS-IG-LI-TT

Mobile/Cell Phone
(~2000s)

STREAMING
(~2004)
YouTube

LEVELS

- L-5 Advanced Fluency** across multiple disciplines tasks and new/challenging encounters (**Artistry-Eloquence-Novel Creation**)

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TIME/PLACE/PURPOSE – Stylized for target audience?

- L-3 "Proficiency" literate** (tasks/tests at hand) → Age 14+ high school – Accurate event description+ some abstractions allegories metaphor multi-meaning

- L-2 Basic Literacy** (comprehension-recall-retention-action– Produce oral & written sentences of a "reality")

- L-1 Functional literacy** (300-1,000 (?) words in context) basic writing

DOD-MILITARY EDUCATIONAL SYSTEMS (1900s)