

# **MEDIA LITERACY**

## **MEDIA Sovereignty**

**Happiness & Freedom**

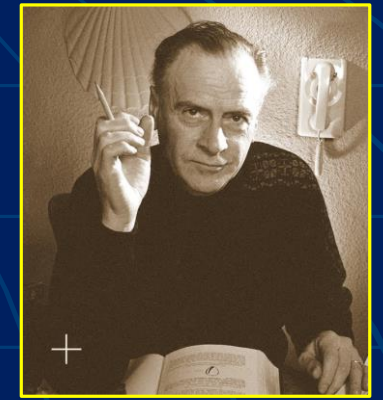
# MEDIA FREEDOM-CULTURAL Sovereignty

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

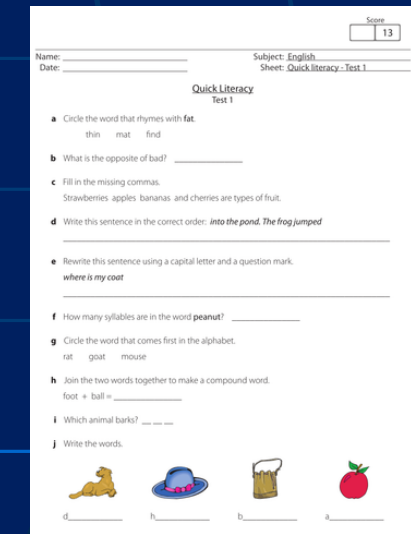
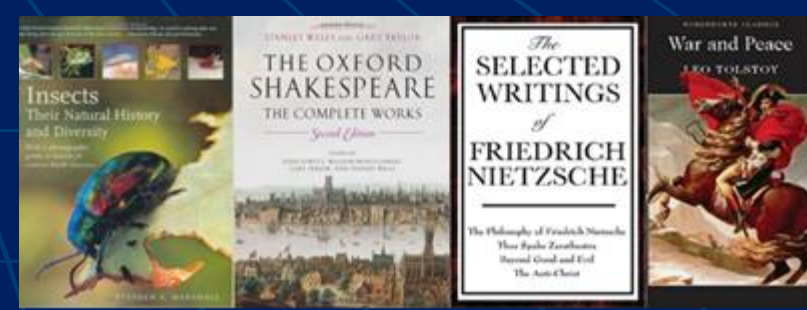
- ✦ 1950s-1970s
- ✦ OBSERVATIONAL Anthro-Education
- ✦ Cognitive-Educational Theorist
- ✦ "Education" (info+media) which is **appropriate** to a child's BRAIN-NEURO-COGNITIVE development!
- ✦ 4 STAGES of LEARNING Development
  1. Sensory Motor (0-2years old)
  2. Pre-Operations (2-7years old)
  3. Concrete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

# 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



# 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  
4<sup>th</sup> 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

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**DOD-MILITARY EDUCATIONAL SYSTEMS (1900s)**

# 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?**

