...YOU ANALYZE ADVERTISEMENTS
Especially... if you ask what technology was used to create them.
LINK

...YOU ASK ABOUT CHARACTER & VOICE
Especially... if you ask why the author would choose this voice, and what choice other authors might make.
LINK

...YOU SHOW HISTORICAL DOCUMENTS
Especially... if you ask whose voices and what information is missing.
LINK

...YOU USE NEWS CLIPS IN CLASS
Especially... if you examine editorial bias to separate facts from opinions.
LINK

...YOU DISCUSS POV AND CAMERA ANGLE
Especially... if you ask how these affect emotional response and opinion formation.
LINK

...YOU EXAMINE PREFERRED MEDIA CHOICES
Especially... if you consider their limits as well as their opportunities.
LINK

...YOU HAVE STUDENTS PRESENT WITH MEDIA
Especially... if you guide them in directing audience attention.
LINK

...YOU USE VIDEOS IN CLASS
Especially... if you pause to analyze what has just been viewed.
LINK

...YOU ASK THEM TO BE AWARE OF THEIR RESPONSES
Especially... if you ask them to explain differing responses.
LINK

Click any "LINK" in the above graphic for more resources and lesson plan ideas.
For more information, discussions and resources visit
Action for Media Education
www.action4mediaeducation.org

SECONDARY EDITION
YOU ALREADY TEACH MEDIA LITERACY IF...