

Media literacy is defined as "the ability to effectively & efficiently comprehend & utilize mass communication"



Media Literacy Check List



What message is being sent? How much is factual and how much is not?

Can I separate the information from the deliverer of the information? Does the information reflect what the experts are saying?





Can I be certain that the news has come from a legitimate source? I am falling for "fake news?"

What is the larger context concerning the issue? Am I missing crucial information that will help me more fully grasp the issue?





Why is the source conveying information? Is it merely entertainment, a call for change, or something else?

Who appears to have been served by the way the story has been told? Is there "an axe to grind" - is there a slant here?



SOURCE: Bassham et al. (2022) Critical Thinking: A Student's Introduction (7th ed.). McGraw Hill.



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