

Media Literacy

Analyzing Media by acknowledging sources and purpose of messages, interpreting messages, considering differing points of view, and applying an understanding of issues (ethical / legal) surrounding access and use of media. In creating Media Products, there is a requirement to understand and utilize the most appropriate media creation tools, characteristics and agreement for use. Understand and effectively utilize the most appropriate expressions and interpretations in diverse, multi-cultural environments.

Knowledge	Skills	Attitude	Behaviour
<p>Understand both how and why media messages are constructed, and for what purposes</p> <p>Apply a fundamental understanding of the ethical/legal issues surrounding the access and use of media</p> <p>Understand appropriate expressions and interpretations in diverse, multi-cultural environment</p> <p>Recognise stereotyping, bias or harmful messaging or information</p> <p>Know of modern media possibilities</p>	<p>Examine how individuals interpret messages differently, how values and points of view are included or excluded, how media can influence beliefs and behaviours</p> <p>Understand and utilize the most appropriate media creation tools</p> <p>Understand and effectively utilize appropriate expressions and interpretations in diverse, multi-cultural environment</p> <p>Access skills, including listening, reading comprehension, keyboard, mouse and interface skills, hyperlinking and using effective search and find strategies.</p> <p>Analyse - the ability to identify the author, purpose and point of view, credibility and quality; and resisting stereotypes</p> <p>Generate ideas, create messages using language, image, sound and digital forms, using feedback to edit and revise.</p> <p>Utilises technical ability in current trends in software, freeware, publishing tools.</p> <p>Engages in / mentors others in safe, legal and ethical behaviour whether online or offline.</p>	<p>Inform</p> <p>Check facts and uphold a Credibility Orientation</p> <p>Monitor protection of intellectual rights and property.</p> <p>Work with positive intent</p> <p>Consider different media or published perspectives</p> <p>Explore new and interesting resources to maintain engagement with young people in a dynamic and adventurous way</p> <p>Think Creatively</p>	<p>Operate Secure behaviour in internet - anticipate consequences of online behaviours</p> <p>Responsive, Curious, Explorative, Caution exercised if unsure</p> <p>Check to affirm accuracy</p> <p>Mentor and Guide those within the team, those being supported or those assisting to ensure legal, ethical use of data, technology or media products</p>