

HANDOUT 2: CRITICAL MEDIA LITERACY FRAMEWORK²

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CONCEPTUAL UNDERSTANDINGS AND QUESTIONS

CONCEPTUAL UNDERSTANDING

1. Social Constructivism

All information is co-constructed by individuals and/or groups of people who make choices within social contexts.

2. Languages / Semiotics

Each medium has its own languages with specific grammar and semantics.

3. Audience / Positionality

Individuals and groups understand media messages similarly and/or differently depending on multiple contextual factors.

4. Politics of Representation

Media messages and the medium through which they travel always have a bias and support and/or challenge dominant hierarchies of power, privilege and pleasure.

5. Production / Institutions

All media texts have a purpose (often commercial or governmental) that is shaped by the creators and/or systems within which they operate.

6. Social & Environmental Justice

Media culture is a terrain of struggle that perpetuates or challenges positive and/or negative ideas about people, groups and issues; it is never neutral.

QUESTIONS

WHO are all the possible people who made choices that helped create this text?

HOW was this text constructed and delivered / accessed?

HOW could this text be understood differently?

WHAT values, points of view, and ideologies are represented or missing from this text or influenced by the medium?

WHY was this text created and/or shared?

WHOM does this text advantage and/or disadvantage?

² <https://guides.library.ucla.edu/educ466>