

## The 5 A's of Media Literacy

Access

Assessment



Awareness

Appreciation

Action

A Framework for Empowerment, Engagement, and Active Citizenship in an Information Age

## Media Literacy

Ability to **access, analyze, evaluate and communicate** messages in a wide variety of forms. Media literacy is umbrella concept, which promotes pedagogy of inquiry, to make "asking critical questions about what you watch, see, and read" stand at the center of what it means to be media literate (Hobbs, Journal of Communication 1998, p. 28).

## Connecting Media & Citizenship

- *Good Consumers* – by teaching them how to understand, analyze, evaluate, and produce media messages, and;
- *Good Citizens* – by highlighting the role of media in civil society, the importance of being an informed voter, and a responsible, aware and active participant in local, national, and global communities.



The 5 A's serve as a guide for understanding the skills and awareness necessary to properly understanding media's roles and responsibilities in democratic society



### Moving Beyond Cynicism

We ask

- What do media do?
- How can they do it better?
- Why are media essential?
- How can YOU be responsible too?

} → awareness

→ understanding

→ action

## THE 5 A'S:

A Framework for Engaged Citizenship



**ACCESS** to media

**AWARENESS** of media's power

**ASSESSMENT** of how media portray events and issues

**APPRECIATION** for the role media play in creating civil societies

**ACTION** to encourage better communication across cultural, social and political divides.



**ACCESS**

Who controls access to the information you use?

**AWARENESS**

How does the media you consume affect your values?

**ASSESSMENT**

How do you assess a media experience to better understand it?

**APPRECIATION**

How can you better appreciate a diversity of voices?

**ACTION**

How can media literacy empower you to take action?

## Access

- Who has access to this information?
- Are there any barriers to entry?
- Are there Hi-Fi/Lo-Fi versions of the information?
- Participation Gap/Digital Divide

## Awareness

- What is the meaning of this information in larger social & civic contexts?
- What are the main issues in the information presented?
- What are the underlying assertions?
- How are the stories being told? And by whom?

## Assessment

- Who is the intended audience?
- What's are symbols?
- What are hidden messages?
- From what angle is the story being told?
- What's the emotional appeal?
- Who is speaking, delivering the message?
- What is omitted from the message?

## Appreciation

- In what ways are media beneficial avenues for civil society?
- What are the civic implications of the information?
- How does a greater understanding of this information allow for a greater understanding of its purpose?
- How diverse and independent is the information?

## Action

- How is this information produced?
- What does this form of media production do for the scope, content, and shape of the information?
- What new opportunities does this production allow for? What restrictions?
- How participatory is the information? Is there room for dialogue?

## Goal: Engaged Citizenship in global information societies

- Seeking diverse, credible, and independent information
- Learning how play with power, to cover issues, and to participate in democracy
- Media Literacy can enable citizens to ask questions and evaluate how far they will go to protect choice

## Media Literacy for Information Societies

1. People understanding the value of critical thinking about media and their mastering of critical analytical skills.
2. People understanding the vital importance of media in building and supporting civil society and their creating and supporting media as an essential exercise of global citizenship.

For more information, contact:

Paul Mihailidis

[pmihailidis@gmail.com](mailto:pmihailidis@gmail.com)

516-463-5226