REMC Association of Michigan

Media Literacy
Implementation Toolkit

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Implementation Toolkit

What is Media Literacy and Why is it Important?

According to the [Center for Media Literacy](), "Media Literacy is a 21st century approach to education. It provides a framework to access, analyze, evaluate, create, and participate with messages in a variety of forms - from print to video to the Internet. Media literacy builds an understanding of the role of media in society as well as essential skills of inquiry and self-expression necessary for citizens of a democracy."

Why is understanding teaching media literacy important for you, as an educator? As we support our students to become critical thinkers, effective communicators, and active participants in society, it is important for them to learn how to effectively navigate the increasingly complex world around them. Media is an ingrained part of our culture, as is evidenced by the 2018 [Nielsen Total Audience Report's]() findings that American adults spend over eleven hours per day interacting with [media](). Our students need to be media literate to understand how media techniques influence their perception and thinking. We want our students to be informed consumers and producers of media. To do so, we must support them as they grow into wise digital citizens.

About This Toolkit

This toolkit has been designed to support educators as they introduce students to the process of finding, organizing, using, producing, evaluating, and distributing information in a variety of media formats. As students acquire more experience with resources available across all mediums, they need support in evaluating the quality of those resources and the information found there, ways to work ethically and professionally with the resources, and how to adjust to rapidly changing technological environments and tools. The materials provided in this toolkit are selected to align with the needs of educators embarking on a learner centered, job-embedded approach to implementing media literacy activities across all grade levels and content areas.

What's inside this Toolkit

The toolkit contains resources organized into six sections:

- Organizations Supporting Media Literacy Education
- Educator Toolkits
- Curriculum Resources
- Interactive Student Apps, Experiences, and Challenges
- Professional Development for Media Literacy
- Tools to Support Media Literacy

Format of each section

1. Resources for New Learning: The first section of each chart contains links to explore for new learning.
2. Questions for Reflection: The chart includes questions to consider for individual or collaborative reflection.
3. Tasks for Skill Development: The chart's final column suggests tasks and protocols to refine skills and implement strategies.

How to Use the Toolkit

The sections of this toolkit can be used by individual teachers for their own professional learning, or by teams of educators collaborating together. The questions for reflection and tasks for skill development were created to support professional learning communities, grade level teams, content teams, or school faculty as they explore how to integrate the teaching of media literacy in their districts or schools. Each section of the toolkit can be explored independently or the entire toolkit can be implemented in the order it was designed to serve as a comprehensive resource for implementing media literacy in your district, school, or classroom.

Toolkit Resources

Organizations Supporting Media Literacy Education

There are a number of organizations whose mission is to support media literacy. Many of them have created materials and resources that help educators implement media literacy programs for students. The chart below highlights some of these organizations and the resources they provide for educators.

Resources for New Learning	Questions for Reflection	Tasks for Skill Development
- Common Sense Media - Media Education Lab - Media Literacy Now - National Association for Media Literacy Education (NAMLE) - News Literacy Project - The Center for News Literacy - Critical Media Project	1. How can the lessons from Common Sense Media support your students? 2. How do the Media Education Lab and Media Literacy Now support you in collaborating with other educators? 3. What resources from NAMLE, the News Literacy Project, The Center for News Literacy, and the Critical Media Project did you find most valuable? 4. How might your school, department, grade level team, or professional learning community build common language and understanding of media literacy and its role in students' lives?	- Share information about media literacy with your colleagues, either formally or informally. - Create a media literacy team in your school, department, grade level, or professional learning community. - Collaborate with your school librarian/library media specialist to learn more about ways to incorporate media literacy across grade levels and content areas. - If you don't have a library media specialist, connect to your local ISD or RESA to collaborate with the instructional consultant(s).

Educator Toolkits

One great place to start in your quest to learn more about, and implement, a media literacy program for your students is an educator toolkit. The toolkits found below contain valuable resources to support media literacy education. Each of these toolkits was designed by educators for educators.

Resources for New Learning	Questions for Reflection	Tasks for Skill Development
➢ [Media Literacy Toolkit](#) from the NYC Department of Education ➢ [News & Media Literacy](#) from Common Sense Education ➢ Newseum [Media Literacy Resources](#) ➢ PBS Learning Media [News and Media Literacy](#) Collection	1. How does the integration of media literacy help support core and elective content? 2. How might you and your colleagues map out the integration of media literacy across the curriculum? 3. Where will you start to integrate media literacy into your units, lessons, and projects?	● Explore the toolkits to find ways to seamlessly integrate media literacy into your content. ● Incorporate media literacy into one or more of your units, lessons, or projects or develop a new experience that supports the development of media literacy. ● Review your curriculum framework to determine where media literacy could support your standards.

Curriculum Resources

In addition to toolkits, there are a number of high quality sites that provide materials for educators' use that include articles, lesson plans, videos, and other tools for classroom use. Review the sites below to find resources that will support you and your students.

Resources for New Learning	Questions for Reflection	Tasks for Skill Development
10 Resources to Boost Student Media Literacy from ISTE - Becoming an Online Sleuth from Google and iKeepSafe - Crash Course Media Literacy Series from YouTube. #DigCit Utah - Geena Davis Institute on Gender in Media - iCivics (Media and Influence Unit) - Media Education Lab Curriculum Materials - Media Literacy Articles and Resources from Edutopia. - Media Literacy Lessons from BrainPOP - NCTE Media Literacy Lessons - Project Look Sharp - The Big 6	1. How might you and your colleagues use an existing curriculum resource to enhance media literacy? 2. How will you share these resources with your colleagues? 3. How can you use these resources to support your students' critical thinking? 4. How could you revise or remix any of the resources that are openly licensed to support your implementation of media literacy?	- Explore the tools and resources to find at least one you will use with learners or colleagues this academic year. - Create a professional learning community in your district, school, content area, or grade level to collaboratively share resources to support media literacy. - Share any free, high quality, openly licensed resources you find that support media literacy.

Interactive Student Apps, Experiences, and Challenges

Interactive simulations, game based learning, and challenges are great ways to engage students and help them take ownership of their learning. The resources below were designed to support students as they embark on a learning quest to understand media literacy.

Resources for New Learning	Questions for Reflection	Tasks for Skill Development
• Admongo. Game from the Federal Trade Commission that teaches children ages 8-12 about advertising and making informed decisions. • Checkology. Lessons and activities from the News Literacy Project that help students in grades 5-12 tell the difference between fact and fiction. • Factitious. Game that asks middle and high school students to read an article and determine authenticity. • Rock Your World. Project based learning curriculum that challenges middle and high school students to use media to take informed action on social issues. • ThinkingApp. An app to help keep track of how much time is spent on various websites. Appropriate for all ages. • #UseTech4Good. A curated collection of positive examples of youth and technology. Includes	1. How will you share these resources with your students? 2. How might students use these resources to support other students? 3. What media literacy skills do our students need to be successful in careers, college, and life? 4. What is the role of an educator in helping students develop media literacy?	• Create a choice board or learning menu to share these resources with your students. • Ask your students to explore these resources and create a project to teach others about media literacy. • Share the resources with your students and ask them to suggest ways to utilize them.

examples from all ages and grade levels.		

Professional Development for Media Literacy

As you seek to help students develop media literacy, it's important for you to enhance and grow your own professional knowledge. The professional learning resources found below help support educators in their understanding and implementation of media literacy programs.

Resources for New Learning	Questions for Reflection	Tasks for Skill Development
- Media Literacy: Fake or Real? REMC Course - Edupaths: So You Think You Know Fake News? - Making Sense of the News: News Literacy Lessons for Digital Citizens from Coursera (may be audited for free) - Media Literacy Educator Certification from PBS - PBS Media Literacy Educator Courses 21 Things for Teachers: Be Legal & Fair and Search Strategies.	1. How will you use these resources to improve your skills in media literacy? 2. How can you build a network - locally, nationally, and globally - to support your own professional learning?	- Complete a professional development experience to learn how to incorporate media literacy into your content area or grade level. - Become a certified Media Literacy Educator through the Media Literacy Educator Certification from PBS.

Tools to Support Media Literacy

The REMC Association of Michigan, in collaboration with organizations across the state, has created a number of valuable resources to support you in teaching media literacy. These resources include:

- **MiTechKids** - Free resources and lesson ideas for integrating technology into activities in the classroom that prepare K-5 students for success in the real world. These resources are short lessons (20-30 minutes), organized by grade levels. MiTechKids Task Cards for Media Literacy include:

    3rd Grade
    - Caption This
    - It's a Hoax
    - About Michigan

    4th Grade
    - Credit Check
    - Just the Facts
    - Search Strategies Key Words

    5th Grade
    - Safe Search
    - Stop the Plagiarism
    - The Daily News
    - HyperDocs Website Evaluation

- **21Things4Students** - A free online curriculum to help middle school students improve their technology proficiency

as they prepare for success in the real world.

Other organizations are also sharing free, high quality resources to support media literacy for students. See the chart below for additional resources.

Additional Resources for New Learning	Questions for Reflection	Tasks for Skill Development
Michigan's **21Things4Teachers** Google's Applied Digital Skills Google Search Education	1. How do these resources support the teaching of media literacy? 2. How will you share these resources with students and your colleagues?	● Explore the tools and resources to find at least one that you will use with students or your colleagues this year.

Collaborating with Other Educators

As you begin to develop activities, lessons, projects, and units to support Media Literacy, we ask that you consider sharing these resources with your colleagues across Michigan. A discussion board along with a shared folder will be used to collect your reflections, questions and shared resources. You can share resources here: Resources Shared by Colleagues

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Learn More

You can learn more by contacting your REMC and collaborating with your REMC Instructional Technology Specialists. You can find your REMC contact information here: http://www.remc.org/