Introduction to Media Literacy

This course introduces students to social and online media and focuses on media literacy. Students will learn about the role media plays in society and why it is important to understand the role and function of all media. The course will also ask students to think about media from a 24/7 perspective

The following learning targets represent the major concepts studied and assessed in this course.

Unit 1: Understanding Information
- Become familiar with the beginnings of media and messaging.
- Understand where you get information from, who controls that information, what messages that information is sending and how that information influences you as well as the rest of society.
- Record the information you take in from these different media sources and analyze the messaging behind it as well as its influences.

Unit 2: Media Literacy Components

- Raise awareness of why certain media is created and who it is created for. For example, media can be created for commercial purposes, entertainment or to inform.
- Understand who owns powerful media companies, how that affects messaging and information as well as the social and political implications behind it.
- Learn what gives people and media platforms the freedom to publish what they desire, within the law.

Unit 3: Social Media and the Government
- Understanding how disinformation and misinformation spread through social media platforms.
- Become aware of how social media impacts the modern flow of information.

Unit 4: Personal Media Responsibility (PBL)
- Understand and analyze the purpose of online content and where it fits in the media landscape.
- Explore different ways to create media content. Written, visual and audio content will all be created.
- Become familiar with finding current news and analyzing the information.

Missouri Learning Standards:

Priority Standards

- Knowledge of online media outlets and where to get different types of information
- Ability to gather and synthesize information from a variety of sources and make informed decisions.
- Knowledge of the history of information flow within society, and how that power is used within society.
- Ability to recognize problematic media and how to apply that information in daily life to improve media diet.
- Analyze various online media and determine the legitimacy of that information.
- Ability to use and create content for a variety of social media platforms