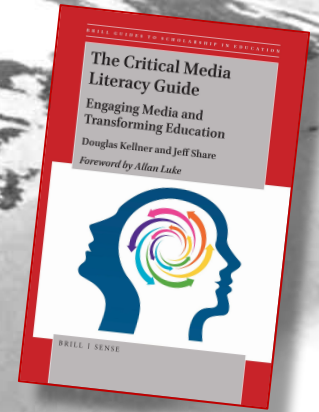


Jeff Share, PhD  
UCLA



# Critical Media Literacy

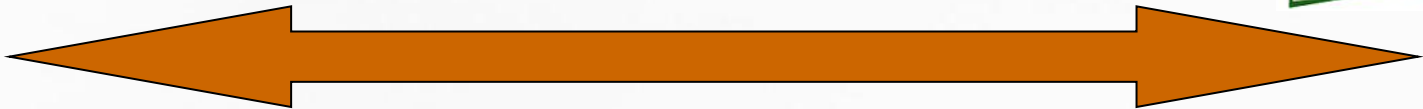
## Engaging Media and Transforming Education



# Critical Media Literacy is a new understanding of *literacy* that ...



**expands** the notion of *reading and writing* to include images, sounds, advertising, social media, popular culture, as well as print



**deepens** the ability to critically analyze the relationships between knowledge and power in society.





# Critical Media Literacy

The goal of critical media literacy is to engage with media through critically examining representations, systems, structures, ideologies, and power dynamics that shape and reproduce culture and society. It is an inquiry-based process for analyzing and creating media by interrogating the relationships between power and knowledge. Critical media literacy is a dialogical process for social and environmental justice that incorporates Paulo Freire's (1970) notion of praxis, "reflection and action upon the world in order to transform it" (p. 36). This pedagogical project questions representations of class, gender, race, sexuality and other forms of identity and challenges media messages that reproduce oppression and discrimination. It celebrates positive representations and beneficial aspects of media while challenging problems and negative consequences, recognizing media are never neutral. Critical media literacy is a transformative pedagogy for developing and empowering critical, caring, nurturing, and conscientious people.

# Critical Media Literacy



## Knowledge / Awareness (what)

- of systems, structures, and ideologies that reproduce hierarchies of power and knowledge concerning race, gender, class, sexuality and other forms of identity and environmental justice, and general understandings about how media and communication function.

## Skills / Abilities (how)

- to think critically, to critically question media representations and biases, to deconstruct and reconstruct media texts, and the ability to use a variety of media to access, analyze, evaluate, and create.

## Disposition / Attitude (why)

- for curiosity, inquisitiveness, skepticism, critical engagement with the world, empowerment to take action to challenge and transform society to be more socially and environmentally just.

# Critical Media Literacy Framework

Conceptual Understandings	Questions
<p><b>1. Social Constructivism</b> All information is co-constructed by individuals and/or groups of people who make choices within social contexts.</p>	<p><b>WHO</b> are all the possible people who made choices that helped create this text?</p>
<p><b>2. Languages / Semiotics</b> Each medium has its own language with specific grammar and semantics.</p>	<p><b>HOW</b> was this text constructed and delivered/accessed?</p>
<p><b>3. Audience / Positionality</b> Individuals and groups understand media messages similarly and/or differently depending on multiple contextual factors.</p>	<p><b>HOW</b> could this text be understood differently? <b>HOW</b> does my identity influence my understanding of the text?</p>
<p><b>4. Politics of Representation</b> 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.</p>	<p><b>WHAT</b> values, points of view, and ideologies are represented or missing from this text or influenced by the medium?</p>
<p><b>5. Production / Institutions</b> All media texts have a purpose (often commercial or governmental) that is shaped by the creators and/or systems within which they operate.</p>	<p><b>WHY</b> was this text created and/or shared?</p>
<p><b>6. Social &amp; Environmental Justice</b> 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.</p>	<p><b>WHOM</b> does this text advantage and/or disadvantage?</p>

# Critical Media Literacy

Engaging Media and Transforming Education

**Critical Media Literacy Research Guide**

- Research Topics in Critical Media Literacy
  - Advertising and Consumerism
  - Climate Change and Environmental Justice
  - Gender and Sexism
  - Journalism and News
  - The Movies
  - Photography and Visual Literacy
  - Race and Racism
  - Recursos en Español / Recursos in Spanish
  - Social Media and Digital Technologies
  - Surveillance and Privacy
  - Citing Your Sources



## Defining Critical Media Literacy

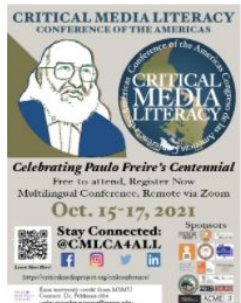
The goal of critical media literacy is to engage with media through critically examining representations, systems, structures, ideologies, and power dynamics that shape and reproduce culture and society. It is an inquiry-based process for analyzing and creating media by interrogating the relationships between power and knowledge. Critical media literacy is a dialogical process for social and environmental justice that incorporates Paulo Freire's (1970) notion of praxis, "reflection and action upon the world in order to transform it" (p. 36). This pedagogical project questions representations of class, gender, race, sexuality and other forms of identity and challenges media messages that reproduce oppression and discrimination. It celebrates positive representations and beneficial aspects of media while challenging problems and negative consequences, recognizing media are never neutral. Critical media literacy is a transformative pedagogy for developing and empowering critical, caring, nurturing, and conscientious people.

- This definition was written collaboratively by the steering committee of the Critical Media Literacy Conference of the Americas, 2021. Members of the steering committee include: Neil Anderson, Allison Butler, Renee Chitka, Andrea Gambino, Noah Golden, Nolan Higgins, Michael Hochstetler, Andrea Humphrey, Baki Akberli Huse, Sonia Robinson, Jeff Share, James P. Strand, D. Alison Trapp, Alexa Dujain, Yvonda Gavett, Mary Groszner.

## Critical Media Literacy Framework Conceptual Understandings & Questions

Conceptual Understandings	Questions
1. Media Literacy: The ability to access, analyze, evaluate, and create media in a variety of forms and media.	What are the various media and how do they shape our world?
2. Cultural Literacy: The ability to understand and appreciate the cultural context of media.	How do the various cultures and how do they shape our world?
3. Analytical Literacy: The ability to analyze and evaluate the content of media.	What are the various content and how do they shape our world?
4. Ethical Literacy: The ability to understand and appreciate the ethical implications of media.	What are the various ethical implications and how do they shape our world?
5. Social and Environmental Justice: The ability to understand and appreciate the social and environmental implications of media.	What are the various social and environmental implications and how do they shape our world?

Available in English, Spanish, Portuguese, and Mandarin



**Critical Media Literacy Conference of the Americas 2021: Oct. 15-17**  
Recordings of all sessions available to watch free  
[Click Here](#)

## Selected Journals and Magazines

- Research in the Teaching of English (RTE) Annual Annotated Bibliographies** (National Council of Teachers of English). Since 2003, the RTE has published annotated bibliographies of the most current research on Media Literacy and other aspects of literacy.
- The Journal of Media Literacy (JML)**. Began as *Better Broadcasts News* in 1953, evolved into *Teledium*, and then into *The Journal of Media Literacy* in the 1980s, when the organization changed from the National Teledium Council and now to the **International Council for Media Literacy**.
- Journal of Media Literacy Education**. Peer-reviewed, interdisciplinary journal supporting media literacy education research, scholarship and pedagogy; open access, 2009-present, 3x/yr. Official journal of the **National Association for Media Literacy Education**.
- Communicator: Media Education Research Journal**. Quarterly international media education research journal, available in Spanish and English, with archives dating back to 1993.
- Book Series: Routledge Research in Media Literacy and Education** (Series Editors: Pete Bennett and Julian McDougall)

## Collections: Courses, Lessons, Podcasts, Reports, Videos

- Courses** | **Lessons** | **Podcasts**
- Reports** | **Videos**
- Global Citizenship Education (GCED) online campus** (UNESCO - APCELU):
  - Critical Media Literacy**: Free 3-week self-paced course of theoretical and practical understandings of media, information literacy and ethical issues/actions with media to promote global citizenship.
  - Teaching Media Information Literacy (MIL) in Class to Prevent Hate Speech**: Free professional development course for teachers interested in using MIL with students to deconstruct and challenge

## Research Guide Attribution

**Dr. Jeff Share** teaches critical media literacy to undergraduate and teacher education students. To learn more about Dr. Share, click [here](#) or contact him via email ([jshare@ucla.edu](mailto:jshare@ucla.edu)).

**Andrea Gambino** is a Ph.D. candidate in Social Sciences and Comparative Education. Her research focuses on secondary teachers' practices of critical media literacy. Connect with her via email ([algambin@ucla.edu](mailto:algambin@ucla.edu)).

**Monica Hagan** provides research assistance in Education at UCLA, including CML. Please contact Monica Hagan, UCLA Education Librarian, via email ([monicahagan@library.ucla.edu](mailto:monicahagan@library.ucla.edu)).

## Accessing UCLA Subscription Sources

**From Off-Campus**  
To access restricted resources, set up UCLA's **Virtual Private Networking (VPN)** authentication option. Open to current UCLA students, faculty and staff.

**From On-Campus at UCLA**  
To access restricted resources with no campus, use either the **EDURoom** wireless network (preferred) or the **UCLA\_WIFI** wireless network. Sign into **EDURoom** using your UCLA Logon ID with [ucla.edu](mailto:ucla.edu) appended ([jbrun@ucla.edu](mailto:jbrun@ucla.edu)) and password. Open to current UCLA students, faculty and staff.

## Institutes, Museums, Research Groups & More!

- Association for Media Literacy, AML**. Canadian nonprofit organization, since 1978, of professionals, parents, and media members who develop a critical understanding of the nature of media, their techniques, and their impact.
- Center for Media Literacy, CML**. Website with resources and archive of articles and lessons for teaching media literacy.
- Center for Media and Social Impact, CMSI**. Research center and lab that creates, studies and showcases media for social impact at the School of Communication of American University.
- Common Sense**. US nonprofit organization providing lesson plans, research and articles about media.
- Critical Media Project, CMP** (University of Southern California). Free media literacy web resources for educators and students with many video clips from popular media about age, class, disability, gender, LGBTQ+, race & ethnicity, and religion.
- International Council for Media Literacy, ICMIL**. Bridges scholarship with action through *The Journal of Media Literacy*; formerly known as the National Teledium Council.
- Mass Media Literacy**. Massachusetts website with resources to teach critical media literacy.

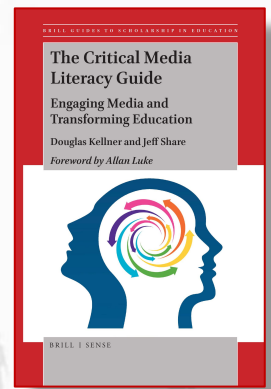
# CML Library Guide

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



**UCLA Library**  
Critical Media Literacy  
Engaging Media and Transforming Education

- CLIMATE CHANGE & ENVIRONMENTAL JUSTICE**
  - The Renewable Market*
  - The Honorable Harvest* (2020) from *Commonwealth*, November 11, 2020, 3:30 (9:00)
  - Edited by Aaron Kitchel (2021) from *UCLA Library*
- Publications of All Kinds**
  - Climate Change and Environmental Justice*
  - Climate Change and Environmental Justice*
- Articles, Podcasts, Reports, TED Talks**
  - Will resources like for the book, 'Facing Climate Change in Adversity: Reading, Writing and Finding a Difference'* by Richard Bledsoe, Jeff Share, and Allen Weiss
  - How Cities by Green Land*, newly signed at research, built, and tests from sustainability and environmental systems journal
  - Writing Environment by Rose Chapman*
- Videos**
  - Climate 101 with Neil York* (Climate Reality, April 24, 2014, 4:33 (9:00))
  - Climate Change Debate* (2019) (Climate Reality, August 19, 2019, 41:24 (4:38))
  - The Conversation Club* (Climate Reality, Aug 19, 2019, 2:18 (9:00))
  - Interview by Amanda Gomez* (Climate Reality, Oct. 6, 2019, 6:59 (9:00))
  - Energy Slow Wars* (The Daily, Nov 14, 2008, 3:10 (9:00))
  - Gardens of Life* (Climate Reality, 3:18 (9:00)) (Share this teaching resource please concerning the climate crisis)
  - WE ARE ALL RELATED*
  - Independent Women can Prevent our Existence* (The Daily, March 10, 2019, 3:18 (9:00))
  - The Last Generation* (2007) (Climate Reality, April 5, 2014, 2:18 (9:00)) (Share this teaching resource please concerning the climate crisis)
  - The Last Generation* (2007) (Climate Reality, April 5, 2014, 2:18 (9:00)) (Share this teaching resource please concerning the climate crisis)



# Research



**Study:** Online Mixed Methods Surve,  
N=185, 53 Elementary, 132 Secondary  
All Subjects, In-service & Pre-service

## **Key Findings:**

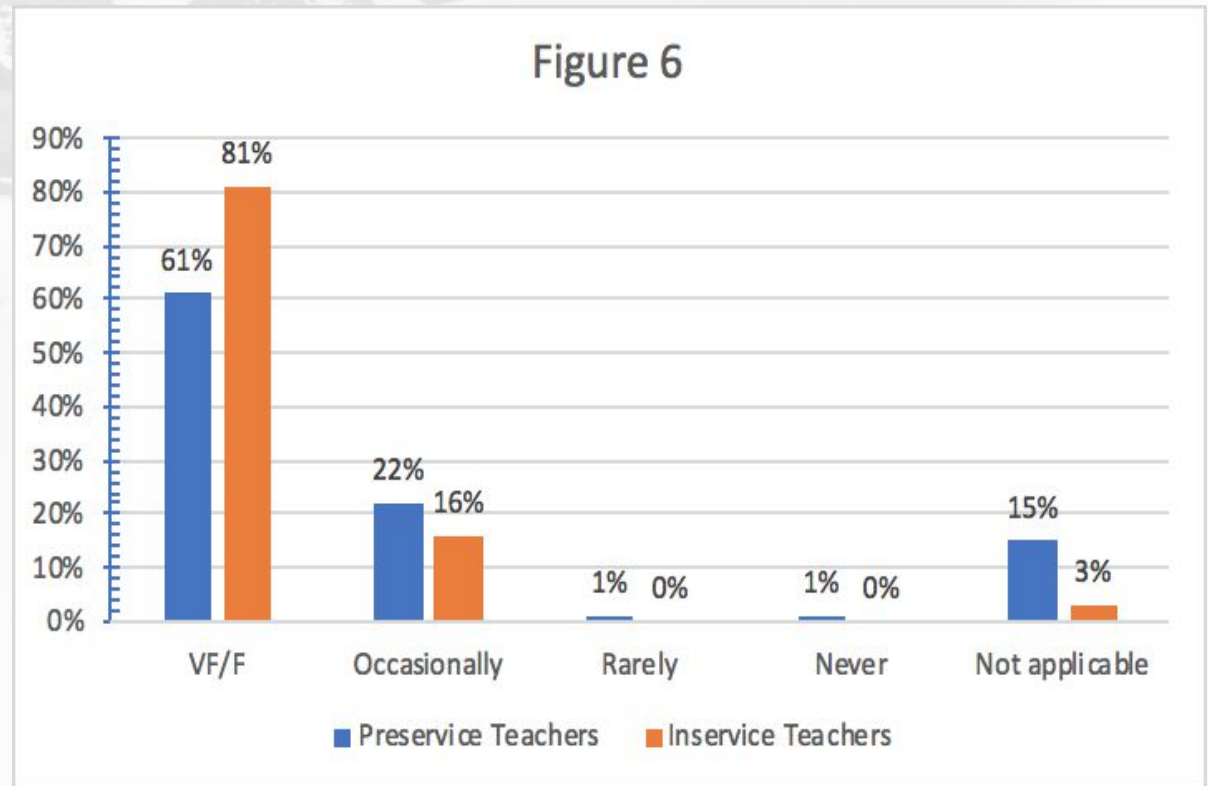
- ❖ CML promotes **Critical Thinking**
- ❖ CML increases **Student Engagement**

**<https://tinyurl.com/bdd75yh8>**

# Critical Thinking

The majority of respondents reported that critical media literacy promotes critical thinking most of the time.

Preservice and in-service teachers respond to the question about how often they have noticed CML encourages critical thinking among their students.





# CML Course Overview

## Analysis through Production

Students Analyze & Create

- ☆ Posters
- ☆ Podcasts
- ☆ Photographs
- ☆ Memes
- ☆ Word Clouds
- ☆ Mind Maps
- ☆ Advertisements
- ☆ Social media
- ☆ Cartoons
- ☆ PSAs
- ☆ Videos
- ☆ Digital stories
- ☆ Money
- ☆ Maps

Week 1	Introduction to Critical Media Literacy
Week 2	News & Information Literacy
Week 3	Visual Literacy & Photography
Week 4	Ideology & Representation
Week 5	Social Media & Digital Technologies
Week 6	Aural Literacy & Podcasting
Week 7	Advertising & Gender
Week 8	Race & Racism
Week 9	Multimedia & Digital Storytelling
Week 10	Ecomedia Literacy & Environmental Justice