

# UNDERSTANDING MEDIA LITERACY

## MEDIA AWARENESS

An average person consumes media



**10-11 HOURS  
A DAY**

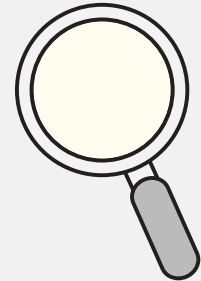
## WHAT IS MEDIA LITERACY?

It's the ability to



### Access

How did you get to the content you want?



### Analyze

Do you understand the message?



### Evaluate

Did you know that this message was made by someone who had goals and opinions when making this?



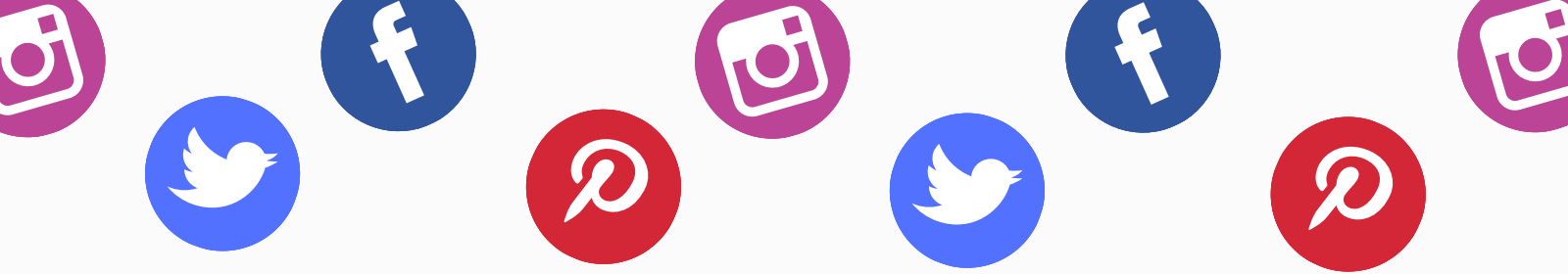
### Create

What is your responsibility to people who see your message?



### Act

What do you do with all the information you see?



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## DECONSTRUCTION



1. Who created this message?
2. What creative tools are used to attract my attention?
3. How would different messages come across to different people?
4. What values, lifestyles, and points of view are included or not included from this message?
5. Why is this message being sent?

**ASK YOURSELF  
THESE  
QUESTIONS**

## COUNTER-MARKETING



- Counter-marketing efforts can twist the message in a way that acts against the media message.
- Media literacy programs can compliment and strengthen counter-marketing
- Educating people about advertisers' purpose helps people understand marketing efforts



**HARFORD COUNTY**  
LHC

Resources:

<https://www.medialit.org/>  
[www.cdc.gov/tobacco/stateandcommunity/counter-marketing/](http://www.cdc.gov/tobacco/stateandcommunity/counter-marketing/)