



# Core Concepts of Media Literacy

in two versions, for adults and children



Core Concepts for Adults	Core Concepts for Kids
1. Media messages are “constructed.”	1. Somebody makes up the TV shows and movies you see, and the video and computer games you play.
2. The different forms of media use unique languages, each with its own set of “rules.” (For example, large newspaper headlines in bold print mean “this is important.” Movie music played in minor key means “scary.”)	2. TV, movies, music, and video and computer games use special techniques you can recognize.
3. Different audiences understand the same media message differently.	3. When different people watch the same show, they see different things. (Moms and dads see things kids don’t see, and vice-versa.)
4. Media are primarily businesses driven by a profit motive.	4. People create media so they can make money.
5. Media have embedded values and points of view.	5. TV shows, magazines, video games and other media messages show you what <i>someone else</i> thinks is important.