



media literacy

skills:

goals:

knowledge:

participation/
interaction and
design skills

technical skills:
understanding
and using

(news) analysis skills

(aesthetical skills)

decryption

self-determined
understanding of
media messages

self-determined media
valuation and critic

self-determined media
appropriation and usage
(ind. level) / (inter-)cultural
dialogue (collective level)

language

technology

communicator/
communicats

services/tools

rules/norms

text

pictures

narratives

rhetoric

production/design

distribution/access

aggregation/structuring/sorting (e.g. by intermediaries)

Who?

-> if collective actor: How organised?

What's the purpose/goal?

How financed?

Characteristics of the respective editorial process?

-> suitable for own individual situative needs regarding information

production standards/codes of conduct/ethos of professional media

legal framework for public communication

-> personal powers/options of action

-> recognise, manage and appropriately challenge inappropriate behaviour across all media

act responsible regarding basic rights and legal and social responsibilities

engage in private and public mediated discourses by expressing personal opinions and respond to the opinions of others

construct messages and media by using text, images, audio, video and code

-> recognise how devices, standards, protocols, applications, and intermediary services con influence media choices, patterns of behaviour and diversity of content/views

-> intermediary services like social networks

-> operating system + applications

-> devices, carrier media

understand the regulatory environment

understand the editorial process involved in producing different content types

evaluating content and services for truthfulness, reliability and value for money/data/attention

-> assess the motivations of the content producer and context in which the content is presented

recognising content types: facts <-> opinion; appellative communication, adds (commercial, political) <-> news, editorial content

reading skills

picture comprehension

listening comprehension

expressiveness