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Critical Media Literacy framework: Conceptual Understandings and Questions. Updated from book The Critical Media Literacy Guide: Engaging Media and Transforming Education by Dougla...

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Critical Media Literacy Framework

Conceptual Understandings & Questions

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