

# A Media Literacy Framework for Australia

Media literacy is the ability to critically engage with media in all aspects of life. It is a form of lifelong literacy that is essential for full participation in society.

## Media literacy is required to:

- Receive, verify and share information
- Get help and advice when it is needed
- Conduct business and find work
- Learn and study
- Participate in communities
- Engage with our democracy
- Meet people, relax and be entertained
- Share ideas, knowledge, experiences and opinions
- Create engaging and effective media

## 10 Media Literacy Learning Outcomes

### A media literate citizen:

#### REFLECTS

- 1 Reflects on their own media use.
- 2 Is curious about how media are made.

#### UNDERSTANDS

- 3 Knows that media influence and impact people and society.
- 4 Knows that a range of institutions impact media participation.
- 5 Understands that media construct versions of reality.

#### USES

- 6 Uses technologies to consume and produce media.
- 7 Can use and critique a variety of media formats.
- 8 Communicates using the language conventions of a variety of media forms.

#### ACHIEVES

- 9 Successfully manages personal, social and public relationships using media.
- 10 Confidently achieves personal objectives and goals through media.

## The Key Concepts

### Frame the scope of learning



**Media technologies** are used to access, create and circulate media.

**A media literate citizen:** Uses a variety of technologies for media consumption and production, with awareness of the personal, social and ethical impacts of their choices.



**Media representations** portray people, places and ideas.

**A media literate citizen:** Engages with media representations with an understanding of how processes of selection and construction have been used to create stories according to particular points of view.



**Media audiences** are the people who use and respond to media.

**A media literate citizen:** Recognises their own role as an audience member across multiple media forms, and the processes used by media producers to invite particular consumption practices.



**Media institutions** are different types of organisations that produce, distribute, regulate and educate about media.

**A media literate citizen:** Understands that economic, social and ethical processes inform the production, distribution and regulation of media content.



**Media languages** create meaning, communicated through images, sound and text.

**A media literate citizen:** Uses and critiques media languages in images, sounds and text to communicate and analyse how meaning is constructed across multiple media forms.



**Media relationships** provide a key motivation for the production, use and circulation of media.

**A media literate citizen:** Is aware and critiques the various kinds of relationships that can be formed within and with various media forms.

