

## Media Literacy

A resource of books, journals, a radio-talk show archive, and Web sites about media literacy, with an emphasis on how to teach media literacy skills. Mass media communication technologies such as cable television, wireless telephones, and the Internet are transforming society: by saturating us with images, words, and sounds, they shape our identity and affect the way we think about ourselves, our culture, and the communities we live in. The resources in this guide inform us of how to critically evaluate these messages, not just in order to understand them, but also so that we may be able to effectively create our own messages.

### Subject Headings:

Subject headings are an excellent place to start your research to find **books** on media literacy in the USF library. Perform a subject search in [Ignacio](#) on the subject headings listed below. Click on appropriate subheading for a list of books that have been assigned the subject heading. Click on “Search Link+” for books that can be borrowed from other libraries.

Search on the following subject headings:

Media literacy  
Computers and literacy

### Recommended Books and E-Books from our Collection:

*Developing media literacy in cyberspace: pedagogy and critical learning for the twenty-first-century classroom* [electronic resource], by Julie D. Frechette. [LC149.5](#)

*Literacy in a digital world: teaching and learning in the age of information*, by Kathleen Tyner. [LC149.5 .T96 1998](#)

*Literacy in the new media age*, by Gunther Kress. [LC149.5 .K74 2003](#)

*Media literacy*, by W. James Potter. [P96.M4 P68 2001](#)

*Screened out: how the media control us and what we can do about it*, by Carla Brooks Johnston. [P94 .J638 2000](#)

*Visual media and the humanities: a pedagogy of representation*, edited by Kecia Driver McBride. [PS1 .T43 v.42](#)

### Reference:

*Dictionary of media literacy*, by Art Silverblatt and Ellen M. Enright Eliceiri. [P91.3 .S527 1997](#)

## Online Databases for Newspaper, Magazine and Journal Articles:

Search on the keywords “media literacy” when using these databases to find articles on the topic of media literacy.

**Alt-Press Watch** (<http://www.usfca.edu/library/databases/apw.html>). Full-text articles from 170 newspaper, magazine, and journal titles of the alternative and independent press.

**ComAbstracts** (<http://www.usfca.edu/library/databases/comabstracts.html>) Provides abstracts of articles from 49 journals in the field of communication.

**InfoTrac OneFile** (<http://www.usfca.edu/library/databases/onefile.html>). Current articles in nearly every academic discipline. Contains a mix of full-text articles and citations/abstracts.

**LexisNexis Academic** (<http://www.usfca.edu/library/databases/academicuniv.html>). Full-text documents from over 5,600 news, business, legal, medical, and reference publications.

**Proquest** (<http://www.usfca.edu/library/databases/proquest.html>). Current articles on nearly every topic. Contains a mix of full-text articles and citations/abstracts.

## Journals at USF:

**Media, culture & society** (<http://0-www-us.ebsco.com.ignacio.usfca.edu/online/direct.asp?JournalID=101634>). Research on the media within political, economic, cultural, and historical contexts.

**Media psychology** (Check periodicals, second floor, Gleeson Library). A non-profit forum for research, theory, and criticism on the psychological impact of the media on individuals and cultures

**Media studies journal** (Check periodicals, second floor, Gleeson Library; v. 6 (1992) – v. 15 (2001)). Put out by Freedom Forum publications, a now defunct, quarterly forum for scholars and specialists, which discussed issues relevant to the mass media and public.

## Internet Sources:

### Forum radio talk-show:

#### Media literacy: Learning to “read” mass media critically

Archive at: <http://www.kqed.org/epArchive/R508031000>; originally broadcast 10:00 AM, Wednesday, Aug 3, 2005. Forum is a twice daily talk-show hosted by Michael Krasny on KQED public radio, 88.5, FM San Francisco.

Guests on this talk-show (see below for related Web sites):

- **Elana Rosen**, executive director and co-founder of Just Think, an organization that teaches media literacy to young people
- **Michelle Wolf**, professor of broadcast and electronic communication arts at San Francisco State University

- **Mike Manuel**, project coordinator and associate producer at Youth Radio.

## Selective list of Web Sites:

### About-Face

<http://www.about-face.org>

A San Francisco based non-profit group focused on negative images of girls and women in the media. About-Face is a media literacy organization that studies the impact of mass media on the mental and physical health of women and girls of all ages, sizes, races and backgrounds.

### The Alliance for a Media Literate America (AMLA)

<http://www.amlainfo.org/>

AMLA's goal is to provide leadership in media literacy education of students, parents, and teachers by creating an alliance of diverse groups and individuals into a single non-profit organization. AMLA organized Giving Voice to a Diverse Nation (see **Conferences** section).

AMLA has a free e-mail newsletter that can be subscribed to at

<http://www.amlainfo.org/newsletter/index.php>

AMLA has an extensive list of Web resources at

[http://www.amlainfo.org/medialit/medialit\\_res.php](http://www.amlainfo.org/medialit/medialit_res.php)

### Center for Media Literacy (CML):

<http://www.medialit.org/>

A nonprofit educational organization that promotes media literacy education to help consumers develop critical thinking skills on the following topics: Advertising, global media, violence in the media, computer literacy, and TV and popular culture.

CML publishes an electronic newsletter, C\*O\*N\*N\*E\*C\*T, at

<http://www.medialit.org/newsletter.html#current>

An archive of the defunct Media & Values magazine can be found on the CML Web site at:

[http://www.medialit.org/mediavalues\\_founding.html](http://www.medialit.org/mediavalues_founding.html)

### Citizens for Media Literacy

<http://www.main.nc.us/cml/>

A non-profit, public-interest organization linking media literacy with the concepts and practices of citizenship.

### FactCheck.org

<http://factcheck.org/>

A project of the Annenberg Public Policy Center, University of Pennsylvania devoted to determining the accuracy of TV ads, debates, speeches, interviews, and news releases by U.S. politicians.

### Just Think

<http://www.justthink.org/>

Teaches youth to critically examine the messages they receive through the media and how to communicate their own ideas through producing media. Just Think provides curricula that integrate media literacy and production to help youth express themselves.

### Media Awareness Network

[www.media-awareness.ca/english/teachers/index.cfm](http://www.media-awareness.ca/english/teachers/index.cfm)

Media Awareness Network is a Canadian non-profit organization which provides resources for teachers and parents to educate young people about media literacy. By teaching critical thinking skills, Media Awareness Network helps educate youth to understand how the media is affecting their life decisions and to what extent they are being well informed.

### **MediaChannel.org**

<http://www.mediachannel.org/>

An excellent Web site that looks at trends and bias in the media from an international perspective, including a search page at [www.mediachannel.org/classroom/toolkit](http://www.mediachannel.org/classroom/toolkit) for teachers looking for lesson plans and other educational resources to use in the classroom. MediaChannel.org's resources include thematic special reports, discussion forums, an indexed directory, and a search engine.

### **The Media Education Foundation**

<http://www.mediaed.org/>

The Media Education Foundation creates videos to inspire critical thinking on the relationship between the following issues: media ownership, commercial media content, the democratic demand for free flows of information, diverse representations of ideas and people, and informed citizen participation.

### **Media Literacy ListServ**

A listerv of professional teachers and leaders in the media literacy field. Managed by Jim Ficklin of the Southern New Mexico Media Literacy Coalition at New Mexico State University. E-mail [jficklin@nmsu.edu](mailto:jficklin@nmsu.edu) to subscribe.

### **Michelle Wolf: Media Affects, Research, Theory**

[http://www.sfsu.edu/~beca/faculty/faculty\\_mw01.html](http://www.sfsu.edu/~beca/faculty/faculty_mw01.html)

Dr. Wolf is a professor of broadcast and electronic communication arts at San Francisco State University; her research focuses on mediated images of minority groups in the United States. See also the Web site for her course, Social Aspects of the Public Media (in the department of Broadcast and electronic communication arts at San Francisco State University) at <http://online.sfsu.edu/~mawolf/> for more resources.

### **Youth Radio**

<http://www.youthradio.org/about/classes.shtml>

Through classes and on-hand training, Youth Radio educates 14-17 year old Bay Area youth in the basics of radio broadcasting. Youth Radio also teaches life-skills such as critical thinking and conflict resolution. Media outlets such as KQED (88.5 FM), KCBS (740 AM), and KPFA (94.1 FM) broadcast Youth Radio segments.

### **Conferences**

#### **Giving Voice to a Diverse Nation: National Media Education Conference, 2005.**

San Francisco, CA.

<http://www.amlainfo.org/conference/index.php>

A conference devoted to discussing the importance of media literacy education.

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