

Dr. John S. Caputo
Department of Communication Arts
Gonzaga University
Spokane, WA. 99258-0001

Media Literacy - to develop an informed and critical understanding of the nature of mass media, the techniques used by them, and the impact of these techniques.

- What is important about media literacy is not to have the right answers but to ask the right questions.
- **Mindfulness** - Being aware of what's going on around you.
- **In media literacy, the United States is a third world country.**

Four Key Concepts of Media Literacy:

1. Media Construct Reality -- e.g. Persian Gulf War
2. Media use identifiable techniques -- special effects, lay-outs, lighting
3. Media are business/commercial interests -- \$130 billion spent on advertising last year. This is equal to \$6 for every man, women and child in the United States.
4. All media contain ideology and value messages.

