Update: Minneapolis Public Schools
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MEDIA NEWS FROM MINNESOTA

The elementary Progress Report ("report card") for Minneapolis Public Schools has media literacy on it. One of the aspects that media specialists mark for K-6 students is: Uses critical viewing skills for television and other media.

Minneapolis Public Schools has media literacy in its Information Media and Technology Content Standards (which is 15 pages long and has 5 big Standards):

(From the Preface:) The goal of the information media and technology standards is to develop a media literate person who has the ability to access, analyze, evaluate and produce communication in a variety of forms.

Content Standard 3.2: Students identify, analyze, interpret and evaluate the content of information media, including the mass media, from diverse perspectives;
Includes such specific standards as:
Compare the same topic from a variety of cultural perspectives.
Recognize differences between fact and opinions in content.
Recognize propaganda and other persuasive approaches in content.
Analyze and evaluate how the amount and type of information can distort perceptions of an event.

Content Standard 3.3: Students analyze unique properties of design of various information media, including the mass media.
Includes such specific standards as:
Analyze influence of editing in print and nonprint information media.
Relate script, soundtrack and visuals to the purpose of nonprint information media (e.g., determine whether purpose is to inform, narrate, entertain, persuade and/or stimulate emotion).
Analyze commercial influences on the creation of information media (e.g., determine what sells, what is popular or trendy, which cultures are appealed to).

Content Standard 3.4: Students analyze ways in which information media, including mass media, reflect/influence diverse cultures.
Includes such specific standards as:
Establish criteria to distinguish best information media to suit purposes.
Evaluate impact of time spent daily on mass media and entertainment technologies
Recognize motive and appeal of persuasive mass media messages.

Analyze advantages and limitation of the mass media.

Interpret inferences of words, visuals and sounds in mass media and evaluate their impact on various cultures (e.g., stereotyping, propaganda, sexual innuendo).

Evaluate power of mass media to create opinion about various cultures.

Analyze long-range effects of mass media messages on diverse cultures.