

MASSACHUSETTS MEDIA LITERACY

Bringing comprehensive Media Literacy education to Massachusetts schools.

Why get involved?

In an average day, young people spend 7 hours and 38 minutes using entertainment media. Because they spend much of that time using more than one medium, they pack a total of 10 hours and 45 minutes worth of media activity into those 7 hours – *Kaiser Family Foundation, 2010*

Effects of Media Exposure:

- ◆ *Gender stereotypes lead to limited perception of options for girls and women, and a limiting “macho” narrative for boys and men.*
- ◆ *Exposure to violent content leads to increased aggression and normalization of bullying.*
- ◆ *Media exposure can lead to disordered eating and body image issues.*
- ◆ *Exposure to hypersexualized images leads to higher rates of depression and low self esteem for females.*
- ◆ *The marketing of unhealthy foods leads to rising childhood obesity rates across the country.*
- ◆ *Excessive time spent in front of screens leads to limited understanding and appreciation of nature and the environment.*

What is Media Literacy Education?

Media literacy is “hands-on and experimental, democratic (the teacher is researcher and facilitator) and process driven. Stressing as it does critical thinking, it is inquiry-based. Touching as it does on the welter of issues and experiences of daily life, it is interdisciplinary and cross-curricular” –The Aspen Institute, 1992

www.MassMediaLiteracy.org



Mass Media Literacy Mission:

We believe the media are powerful forces in young people’s lives. That is why our mission is to ensure that all Massachusetts students are taught the critical thinking skills needed to engage with media as active and informed participants in the 21st century.

What Needs to be Done?

Mass Media Literacy supports the passage of legislation so that all public school students have access to comprehensive media literacy education. Mass Media Literacy develops and implements comprehensive Media Literacy curriculum.

You Can Help

- ◆ Join our legislative campaign or our education campaign and help us work on getting comprehensive Media Literacy education into Massachusetts schools. Sign up at www.MassMediaLiteracy.org.
- ◆ Visit our website and become a member of Mass Media Literacy: www.MassMediaLiteracy.org (it’s FREE) and “like” us on Facebook.
- ◆ Follow us on Facebook and Twitter (MAMediaLiteracy)
- ◆ Host a Media Literacy education workshop or presentation. Contact us through our website for more information.



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