

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**

Media engagement demands sophisticated skills, knowledge and critical capacities.

10 Competencies

The 10 competencies define the purpose for media literacy education.

They establish what learning materials and activities should aim to achieve.

They are open and broad to ensure they can respond to changes in society and media.

As media change, media literacy needs to develop accordingly.

The competencies are always adaptable to learning needs and can be made age and context appropriate.

Key Concepts

The key concepts provide a set of lenses through which to investigate the media.

They ensure that learning materials and activities are comprehensive, provide depth, and do not become blinkered with a narrow focus.

They also ensure that critical literacies are always at work in any learning process and draw on well-established traditions of media analysis.

A comprehensive media literacy learning plan will consider and explore each of the key concepts.

Knowledge Indicators

Knowledge indicators should be used to understand the needs of different learners and to evaluate the success of a learning activity.

They can be defined by learners, teachers and/or the producers of educational materials.

The process of defining these indicators needs to relate to each specific context.

Knowledge indicators should always relate to age and context-appropriate learning experiences.

The 10 Competencies

Define the 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

Knowledge Indicators

Assess learning needs and evaluate learning experiences

Learning indicators should be based on what media literacy is trying to achieve. They emerge from the key concepts and they specifically address the 10 competencies. They are age and context-appropriate.

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.