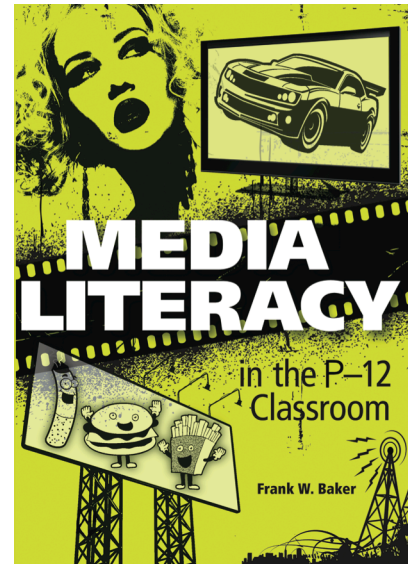


Media Literacy in the P-12 Classroom

Author: Frank W. Baker

Date Available: 19 March 2012
ISBN: 978 1 74330 340 5
Code: IST3405
RRP: \$39.95
Format: 180 x 250 mm, 206 pages
Age Group: P-12
Learning Area: Technology
Category: Activities and Exercises;
Assessment; Curriculum;
Critical and Creative
Thinking Skills



Summary:

The average 8–18 year-old spends over 10 hours a day consuming media. Unfortunately, young people's minds are often shut off as they watch TV, surf the web or listen to music. Help your students tune in so they can begin to analyse messages and understand techniques used to influence them. Teach your students to question marketing, recognise propaganda, and understand stereotypes, and you'll also be teaching them valuable critical thinking skills they need for a successful future.

In *Media Literacy in the P-12 Classroom*, Frank W. Baker will show you how you can bring media literacy into your classroom – whether that classroom is English, social studies, health, or any other subject – and teach students skills that enable them to become knowledgeable media consumers and producers. With the many examples, advice, and classroom activities he provides, you can immediately make this important topic a part of everyday education.

Supporting Resources:

- *The Teacher's Guide to Media Literacy: Critical Thinking in a Multimedia World* (CO3988)
- *Digital and Media Literacy: Connecting Culture and Classroom* (CO1098)
- *Media Literacy: Thinking Critically About Newspapers and Magazines* (WAL0190)
- *Media Literacy: Thinking Critically About Advertising* (WAL0169)

**Hawker Brownlow**
EDUCATION
PO Box 580
Moorabbin VIC 3189
Tel: +61 3 8558 2444
Fax: +61 3 8558 2400
Web: www.hbe.com.au
Email: orders@hbe.com.au