

# Media Literacy for the 21st Century: We Are All Journalists Now

## What is iQ: smartparent?

*iQ: smartparent* is an Emmy-winning multimedia television and web series designed for parents that will empower them with new knowledge, tools, and abilities to successfully guide their children through the changing landscape of digital media and technology. It's a growing community of caregivers, national experts, educators, and parent bloggers who want to understand the opportunities and challenges of media as it relates to the development of their children. *iQ: smartparent* was created by WQED Multimedia in 2012.

## About this Episode

Click, Like, Share. . . Record, Write, Post. What is the future and fate of journalism – *and* our democracy – now that technology gives every citizen the chance to be his or her own broadcast tower? In this chaotic and saturated 21<sup>st</sup> century media landscape, every citizen needs the skills of a well-trained journalist in order to be both a better consumer of media *and* a responsible creator of media.

This special one-hour webcast of *iQ: smartparent* features experts will provide crucial information to help young people and adults develop critical thinking skills; learn how to authenticate information; improve accuracy and clarity in writing; and distinguish the different types of information they encounter on the internet and in the news media. The panel of experts and educators will also discuss and debate challenges facing the media industry in the current politically charged and partisan atmosphere in our country. They will discuss ways to counter “journalism of affirmation,” a political media strategy that attracts viewers by cherry-picking information and propaganda that affirms the biases and pre-conceived notions of its audiences.

Watch the webcast here: [www.iqsmartparent.org/webcasts](http://www.iqsmartparent.org/webcasts)

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## Discussion Questions

1. How do we get the public to push for truly trustworthy and reliable media information from the news and from around the world?
2. Why should we question media messages instead of simply accepting them as truths? How often do you ask questions about the media you see and read?
3. How can we identify biases in news stories? Why is it important to identify these biases? What impact does biases have in the news?
4. What are some techniques which are used to get you to share a news feed? Think headlines and pictures. Why should you always think about the impact of sharing a news report prior to sharing it?
5. Why is it important to look at the sources of news in the media?
6. What are the most reliable sources of news? Why did you select these sources? What makes them reliable?
7. Why do some news stories go viral? Do you think most viral stories are true or not true? Why?
8. How do you define fake news? How can you spot fake news? How can you take action with news stories that are exaggerated, misleading, false and/or biased?
9. Explain the following: The media constructs the message, the reader constructs the meaning.
10. Are policies needed to combat fake news? Why or why not?
11. Advertisements sometimes look like news, (sometimes referred to as sponsored stories) how can you distinguish the difference? What is the negative impact of this type of news?

## About the Guests

Coming soon...

## Online Resources

What is media literacy, and why is it important?

[www.common sensemedia.org/news-and-media-literacy/what-is-media-literacy-and-why-is-it-important](http://www.common sensemedia.org/news-and-media-literacy/what-is-media-literacy-and-why-is-it-important)

Media Literacy Educator Toolkit

[www.common sense.org/education/toolkit/news-and-media-literacy](http://www.common sense.org/education/toolkit/news-and-media-literacy)

Media Literacy Now <https://medialiteracynow.org/>

Center on Media and Child Health Tip Sheets <http://cmch.tv/tip-sheets/>

Social Media Literacy: The 5 Key Concepts

[www.edutopia.org/blog/social-media-five-key-concepts-stacey-goodman](http://www.edutopia.org/blog/social-media-five-key-concepts-stacey-goodman)

Media Literacy Lesson Plans and Activities

<https://newseumed.org/stack/media-literacy-resources/>

10 resources to boost student media literacy

[www.iste.org/explore/articleDetail?articleid=942&category=ISTE-blog&article=](http://www.iste.org/explore/articleDetail?articleid=942&category=ISTE-blog&article=)

9 lessons to boost media literacy [www.iste.org/explore/articleDetail?articleid=844](http://www.iste.org/explore/articleDetail?articleid=844)

PBS News Hour Extra News for Students and Teacher Resources 7–12 Grade Level

[www.pbs.org/newshour/extra/tag/media-literacy/](http://www.pbs.org/newshour/extra/tag/media-literacy/)

The Journalism Education Association <http://jea.org/blog/category/resources-for-educators/>

National Association for Media Literacy Education

<https://namle.net/a-parents-guide/>      <https://namle.net/category/resources/>

KQED Education - Media Literacy Resources

<https://ww2.kqed.org/education/media-literacy/>

15 Interesting Ways Technology Has Changed Journalism

[www.topjournalismschools.org/15-interesting-ways-technology-has-changed-journalism/](http://www.topjournalismschools.org/15-interesting-ways-technology-has-changed-journalism/)

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