What is “Media Literacy”? 

**Media** is the means of communication (radio, television, newspapers, magazines, & the internet) that reach or influence people widely.

**Literacy** is the ability to access, analyze, evaluate and create the written word.

**Media literacy** is being able to access, analyze, evaluate and create media messages of all kinds.

“Today’s information and entertainment technologies communicate to us through a powerful combination of words, images, and sounds. As such, we need to develop a wider set of literacy skills helping us to both comprehend the messages we receive and effectively utilize these tools to design and distribute our own messages. Being literate in a media age requires critical thinking skills that empower us as we make decisions, whether in the classroom, the living room, the workplace, the boardroom, or the voting booth.”

*Source: NAMLE.net*

**SO WHAT?** Why is it important to think critically about media messages? The real question is:

**Who do you want making YOUR decisions?**

www.YOUthDecideNY.org