

## Introduction to Media Literacy

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*What is media literacy? Why is media literacy important? Match the following types of media with their definitions:*

1. Newspaper
2. Social media
3. Television
4. Radio

## Identifying Bias

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*What is bias in media? How can you identify bias in a news article? Read the following article and identify any biases you can find:*

1. Who is the author?
2. What is the purpose of the article?
3. Is the language used neutral or persuasive?

## Evaluating Online Sources

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*How can you evaluate the credibility of an online source? What are some red flags to look out for when evaluating online sources? Evaluate the following websites:*

1. Website 1
2. Website 2

1. Who is the author?
2. What is the purpose of the website?
3. Is the information up-to-date?

## Media Analysis

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*Analyze the following advertisement:*

1. What is the purpose of the advertisement?
2. Who is the target audience?
3. What persuasive techniques are used?

Create your own advertisement for a product or service and consider the following:

1. What is the purpose of your advertisement?
2. Who is your target audience?
3. What persuasive techniques will you use?

## Critical Thinking

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*What is critical thinking? How can you apply critical thinking to media literacy? Read the following article and apply critical thinking:*

1. What are the main points of the article?
2. What are the author's assumptions?
3. What are the implications of the article?

## Media Creation

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Create your own media product (e.g. poster, public service announcement, social media post) that demonstrates your understanding of media literacy concepts.

Consider the following:

1. What is the purpose of your media product?
2. Who is your target audience?
3. What persuasive techniques will you use?

[Space for creative work]

## Media and Social Justice

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*How can media be used to promote social justice? Analyze the following case study:*

1. How did media play a role in the social justice movement?
2. What were the benefits and drawbacks of using media in this way?
3. How can you use media to promote social justice in your own community?

## Media Literacy in Real-Life Scenarios

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*Evaluate the following scenarios and apply media literacy concepts:*

1. Scenario 1: You see a post on social media that claims a certain product is bad for your health. What do you do?
2. Scenario 2: You are researching a topic for a school project and come across a website that seems biased. What do you do?

1. What are the potential consequences of not applying media literacy concepts in these scenarios?
2. How can you apply media literacy concepts to make informed decisions in these scenarios?



## Reflection

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### Individual Reflection:

1. What did you learn about media literacy?
2. How can you apply media literacy concepts in your daily life?
3. What challenges do you face when applying media literacy concepts?

## Conclusion

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*Congratulations on completing this media literacy worksheet! Remember that media literacy is an ongoing process and it's essential to continue practicing and applying these concepts in your daily life.*