

Our Mission:

To expand & improve the practice of media literacy education in the United States.

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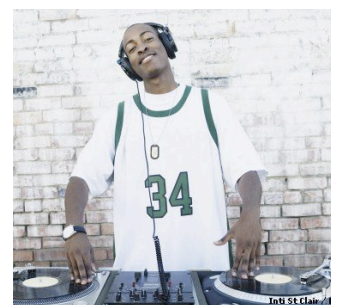
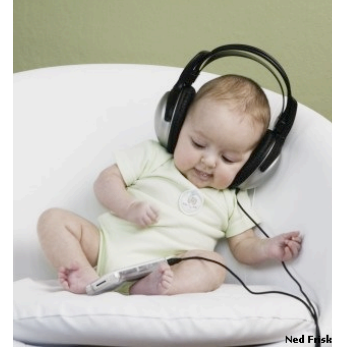
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We welcome K12 teachers, scholars, youth workers, graduate students, media professionals and others interested in media literacy education. We offer:

- Core Principles of Media Literacy Education** articulates a common ground around which educators and advocates can coalesce toward developing clear, measurable outcomes and benchmarks for U.S. schools. It's a free download from namle.net.
- Code of Best Practices in MLE** assists educators in the understanding and use of media literacy materials in the classroom with special attention to issues of copyright and fair use. It's a free download from namle.net.
- Marketplace of Teaching Resources.** Explore powerful media literacy resources and curriculum materials at NAMLE's online store.
- National Conference.** Our national conference will be held at the Sheraton Society Hill in Philadelphia **July 22-25, 2011**. The theme is: "*Global Visions/Local Connections: Voices in Media Literacy Education.*" Check namle.net for conference updates.
- Journal of Media Literacy Education** is an online interdisciplinary forum for established and emerging scholars, media professional and educational practitioners in & out of schools. Submit a paper at jml.org
- Monthly Update** Our e-newsletter contains the latest news in media literacy education. Find out what's happening in Washington relative to MLE, NAMLE curriculum, awards, conferences, resources, and more. Sign up now at namle.net.



Join NAMLE today @ www.namle.net

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 VISIT US ONLINE AT
WWW.NAMLE.NET

NAMLE was formed to unite the media literacy field and lead the drive to include the teaching of media literacy in a wide range of educational settings.

*NAMLE is the organization formerly known as AMLA



NATIONAL ASSOCIATION FOR
MEDIA LITERACY EDUCATION

KEY QUESTIONS TO ASK WHEN ANALYZING MEDIA MESSAGES

formerly AMLA (www.NAMLE.net)

AUDIENCE & AUTHORSHIP	AUTHORSHIP	Who made this message?
	PURPOSE	Why was this made? Who is the target audience (and how do you know)?
	ECONOMICS	Who paid for this?
	IMPACT	Who might benefit from this message? Who might be harmed by it? Why might this message matter to me?
	RESPONSE	What kinds of actions might I take in response to this message?
MESSAGES & MEANINGS	CONTENT	What is this about (and what makes you think that)? What ideas, values, information, and/or points of view are overt? Implied? What is left out of this message that might be important to know?
	TECHNIQUES	What techniques are used? Why were those techniques used? How do they communicate the message?
	INTER- PRETATIONS	How might different people understand this message differently? What is my interpretation of this and what do I learn about myself from my reaction or interpretation?
REPRESENTATIONS & REALITY	CONTEXT	When was this made? Where or how was it shared with the public?
	CREDIBILITY	Is this fact, opinion, or something else? How credible is this (and what makes you think that)? What are the sources of the information, ideas, or assertions?