



NATIONAL ASSOCIATION FOR
MEDIA LITERACY EDUCATION

CORE PRINCIPLES OF MEDIA LITERACY EDUCATION

The purpose of media literacy education is to help individuals of all ages develop the habits of inquiry and skills of expression that they need to be critical thinkers, effective communicators and active citizens in today's world.

1. Media Literacy Education requires active inquiry and critical thinking about the messages we receive and create.
2. Media Literacy Education expands the concept of literacy (i.e., reading and writing) to include all forms of media.
3. Media Literacy Education builds and reinforces skills for learners of all ages. Like print literacy, those skills necessitate integrated, interactive, and repeated practice.
4. Media Literacy Education develops informed, reflective and engaged participants essential for a democratic society.
5. Media Literacy Education recognizes that media are a part of culture and function as agents of socialization.
6. Media Literacy Education affirms that people use their individual skills, beliefs and experiences to construct their own meanings from media messages.

This document was developed by the following past and present NAMLE/AMLA Board members: Lynda Bergsma, David Considine, Sherri Hope Culver, Renee Hobbs, Amy Jensen, Faith Rogow, Elana Yonah Rosen, Cyndy Scheibe, Sharon Sellers-Clark, and Elizabeth Thoman
In crafting this document, these authors drew from the work of many other media literacy scholars.

For the complete Core Principles, please visit www.NAMLE.net



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