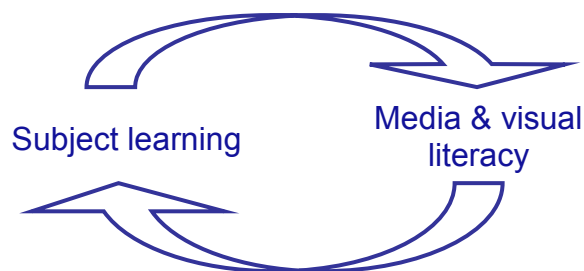


# Media Literacy across the curriculum - why?

*Ideas in all subjects are mediated through a complex range of verbal, visual and other media, which students have to learn to decode, and to use themselves.*

*Students need to be able to understand and reflect on these different ways of representing ideas - on their different functions, their different audiences, and their different languages.*

*Students need to learn to both read and produce texts of all kinds, within all subjects.*



## A Subject literacy - ways of understanding

### Principle

It is impossible to separate ideas from the way they are *encoded*, or *mediated*.

### Verbal (or 'traditional') literacy

Students have to understand and use the *verbal* language of a subject, in order properly to study it.

### Media literacy

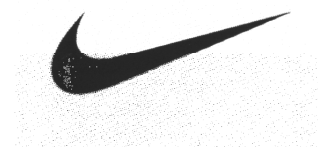
Students have to understand and use the *visual* and *media* languages of a subject, in order properly to understand it.



## B Motivation and relevance

Students are steeped in the media. They exist within a media environment which they already understand and enjoy, and which is shaping their identity.

Subject learning can benefit by harnessing students' *alertness to, enjoyment of and understanding of* media texts.



## C A way of writing

Media production work offers powerful ways to express and explore ideas, often for real audiences.

Students who struggle with writing, may thrive when working with visual or other media.

Electronic and moving image media will increasingly be used by students for everyday communication, alongside writing and talking.

