



Media Literacy

What is *WiseSkills*?

WiseSkills is a comprehensive character-building program that equips young people with the critical character qualities they need to be successful. *WiseSkills* includes three separate, yet interconnected, components that help schools, families, and communities cultivate good character in young people.

The mass media has a tremendous impact on young people. The media--including *television*, *movies*, *music*, *video games*, the *Internet*, and *magazines*--has a tremendous power to shape the views and values of children. Consequently, it is essential that young people learn how to analyze and evaluate the messages they regularly receive from the media. *WiseSkills* includes activities and discussion ideas to help students discern the positive and negative character messages communicated through the popular media.

WiseSkills provides a variety of materials within each *Character Theme* to help educators and families teach young people critical media literacy skills to evaluate the character messages underlying much of what they see and listen to in the popular media.

Media literacy materials included in the *WiseSkills* materials address seven media areas:

- *Television* (Grades K-12)
- *Movies* (Grades K-12)
- *Music* (Grades K-12)
- *Video Games* (Grades K-12)
- *Internet* (Grades 6-12)
- *Magazines* (Grades 9-12)

The chart below shows the media literacy resources that are included in the *WiseSkills* School Component and Family Component.

Media Literacy Resources	School Component				Family Component	
	<i>Wise Words</i> (K-2)	<i>Wise Quotes</i> (3-5)	<i>Wise Lives</i> (6-8)	<i>Wisdom for Life</i> (9-12)	<i>Family Wisdom-Elem.</i> (K-5)	<i>Family Wisdom-Mid.</i> (6-8)
<i>Discussion Questions</i>	•	•	•	•	•	•
<i>Reproducible Forms</i>				•	•	•
<i>Media Logs & Profiles</i>				•	•	•
<i>Project Ideas</i>				•	•	•
<i>Family Activity Pages</i>					•	•

Samples of the Media Literacy
Resources in *WiseSkills*

WiseQuotes (Grades 3-5)

Respect

- 1. Respectful Characters?**
Have students keep a TV journal to record whether characters in their favorite shows treat others with respect.
- 2. Respect in Games?**
Have students write a brief description of their favorite video game and whether the game promotes respect for others.
- 3. Character Attitude**
Discuss how a character in a current movie learns in the story the importance of treating others with respect .

WiseLives (Grades 6-8)

Relationships

- 1. Relationships on TV**
Discuss the kinds of friendships portrayed on popular TV programs. Highlight the qualities in characters that build healthy friendships.
- 2. Relationships in Songs**
Make a list of popular songs students enjoy. Have students tell what they think the songs are about. Make copies of the lyrics and discuss what kinds of relationships the songs portray.
- 3. One Character's Friendships**
Discuss the quality of relationships of a main character in a popular movie. Highlight the impact of the character's choices on others.

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Wisdom for Life (Grades 9-12)

Trustworthiness

1. Observe how the characters in a TV program show or don't show trustworthiness.
2. Write a profile of a character in a recent film who demonstrated trustworthiness in the choices that he/she made.
3. Write out the lyrics of a song that encourages trustworthy behavior.

Family Wisdom (Grades K-5)

Responsibility

1. Discuss different TV characters who made responsible choices and the positive results of their choices.
2. Discuss whether a video game shows all of the consequences and results of actions.
3. Discuss a song your child enjoys and whether it encourages responsible choices.