

## SOURCE INFORMATION

Article Title: Toward Critical Media Literacy: Core concepts, debates, organizations, and policy

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Source Title: Discourse: studies in the cultural politics of education

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## SUMMARY:

This article describes the types of media and the fact that it is ever evolving and changing to meet the needs of those consuming the media. The article relates the power that media has in influencing change and the need for educators to build a strong working knowledge base of different types as well as teaching the decoding skills to students. The “core concepts” serve a guideline for understanding the fundamentals of the motives for creating media.

## PARAPHRASE:

This article seeks to give the reader a good working definition of what critical media literacy is and the core concepts that further define the rules and motives behind constructing media; as well as giving insight into decoding those constructs.

## DIRECT QUOTE:

“Literacies are socially constructed in educational and cultural practices involved in various institutional discourses and practices.” (p369)

## ETHOS:

Yes, the ethical appeal comes from the need to educate others about the motives behind creating media.

## LOGOS:

Yes, the logical appeal comes in the form of why you need to be able to ask and think critically about media to build a better understanding.

## PATHOS:

Yes, the emotional appeal is somewhat subtle, but present, because whenever you introduce a topic in an article that challenges beliefs or social constructs it engages the reader from an emotional perspective. This perspective is rooted in personal experiences with the topic and all experiences have an emotional component.