

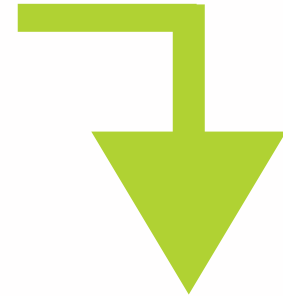
THE BIG IDEAS

Five key concepts in critical literacy education.



MISINFORMATION AGE

Our current era, flooded with information, much of it unverified, misleading, or false. Anyone can instantly create, share, and amplify content, often blurring the line between fact and opinion, news and propaganda, accuracy and deception.



CREATIVE TECHNIQUE ANALYSIS



Examine the rhetorical techniques, language choices, visual elements, and technological tools used to capture attention and influence audiences



CONTEXTUAL ANALYSIS



Examining the historical, cultural, and social contexts of texts and media to understand their influence—including author's purpose and motivation.

MESSAGE & IMPACT ANALYSIS



Evaluating messages—the values, lifestyles, and perspectives they represented or omit, and how the message impacts audiences differently—including who is advantaged or not.



ACTIVE CITIZENSHIP

Engage critically and creatively with media by challenging misinformation, creating new ethical media, fostering respectful civic dialogue, valuing difference, and using media to advocate for positive change.