

# YOUR MEDIA, YOUR CHOICE



## Media Literacy Basics

We live in a world of endless content competing for our attention. With so much information coming at us, it can be hard to know what to **believe**, what to **ignore**, and how different media are trying to **influence** us.

Media literacy helps you stay in control. It helps you **think critically** about what you see, better understand the messages behind it, and **make more informed choices** when interacting with media.

This campaign was created **by students, for students**. Our mission is to help others practice better media skills in everyday life.

## WHAT IS MEDIA LITERACY?

If you're new to the concept, you may think media literacy is overwhelming, but it doesn't have to be. In fact, we have our own definition for it!

**According to the National Association for Media Literacy Education (NAMLE), media literacy is the ability to access, analyze, evaluate, create, and act using all forms of communication.**

That might sound like a lot—but it's really a process you can use every day. So what does that actually look like? Let's break it down.

## WHAT DOES THIS LOOK LIKE IN REAL LIFE?

Imagine you've been scrolling through social media and come across a post that catches your attention: a trending video with a strong message and lots of engagement.

### 1 **First,** you **access** it.



You're able to see the video because you have access to the platform. But **access is more than just seeing something**. It also includes having the skills to find information and recognizing that platforms and algorithms shape what you see.

### 2 **Next,** you **analyze** the video.



You look closely at the message itself by asking questions like:

- Who made this?
- Why was it created?
- Who is it for?
- What techniques are being used to grab attention or shape how I think about it?

**The goal is to understand the message.**

### 3 **Then,** *evaluate* the video.



Take a step back and make a judgment about what you've learned.

- Is this message credible, and is it fact, opinion, or something else?
- How does it influence what you think or feel, and how might others interpret it differently?

Evaluation is about forming your own opinion of a message, including how much you trust it and what it is trying to do or influence.

It's important to notice how media can affect your emotions while you evaluate it. Some content is designed to entertain, persuade, or spark strong reactions.

### 4 **Now,** you can **create**.



Based on what you've learned, think about how you can engage thoughtfully rather than react. You might ask questions, add context, or create your own content to help others think critically. When you do, focus on being accurate, providing context, and considering your impact. The right approach depends on your goals and the impact you want to have.

### 5 **Finally,** you **act**.



**You're in control now. You can choose how to engage in a way that aligns with your values.**

That could mean liking it, saving it, starting a conversation, or simply scrolling past.

**NAMLE**  
YOUTH ADVISORY  
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Explore the full  
Media Literacy  
Basics Campaign  
**HERE!**



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## Media Literacy Basics

### NOW THAT YOU KNOW THE BASICS....

**You've learned the basics, now it's time to put them into practice!**

At first, this process may seem long, but practicing media literacy skills can make it seamless and make you more efficient. It helps you slow down, think more critically, develop a healthier mindset, and make more informed decisions as you engage with media.

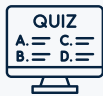
Now that you know what media literacy looks like in your day-to-day life, it's time to take a look at it in action!

### REAL WORLD APPLICATION



#### Watch the Videos!

This campaign includes short videos that walk through real-world examples of media literacy skills you can use in your everyday life!



#### Test your Knowledge!

Practice applying your skills, thinking critically about media messages, and consider your role in creating and sharing them with our quiz!



### WHAT'S NEXT?



#### Sign the Petition!

If you believe media literacy should be part of every student's education, take a minute to make your voice heard. Sign the petition and show that students care about media literacy and want it to be taught in schools!



#### Share the Campaign!

You've learned the basics, but not every student has access to these skills. Share the campaign. Start conversations.



### ABOUT NAMLE

The National Association for Media Literacy Education (NAMLE) is a leading organization dedicated to advancing media literacy education. Since 1997, NAMLE has worked to help people navigate today's complex media landscape with confidence and critical thinking. NAMLE supports a growing community of educators, students, researchers, and practitioners by providing resources, professional learning, and opportunities to connect and collaborate. Join the NAMLE community to access resources, learn from others in the field, and help advance media literacy education.

### ABOUT NAMLE'S YOUTH ADVISORY COUNCIL

NAMLE's Youth Advisory Council (YAC) is a group of high school and college students working to advance media literacy through student-led campaigns and initiatives. Members collaborate on projects and resources that make media literacy more accessible, relevant, and actionable for their peers and others. This campaign is one example of that work, created by students for students.