

Contents

Preface	vii
Acknowledgments	xi
I. Background	1
1. Why Do We Need a Theory of Media Literacy?	2
2. Explicating the Construct of Media Literacy	22
II. Introducing the Theory	41
3. Definitions and Distinctions	42
4. The Media Literacy Model	64
5. The Foundational Knowledge Structures	74
6. The Personal Locus	96
7. Competencies and Skills of Media Literacy	116
III. Information Processing	137
8. The Filtering Task	138
9. The Meaning-Matching Task	166
10. The Meaning-Construction Task	188
11. Traps in Meaning Construction	208
IV. Practices	229
12. Practices	230
Appendices	257
References	265
Index	289
About the Author	307