

IDEA 48 Why media literacy is important for Indianapolis young people: The relationship between media literacy and personal efficacy, and between media literacy and personal violence

The major reason why media literacy is important for young people is that it will help them *understand the human communication process*. Support by our *OpportunINDY* initiative for “Communication and Media Literacy” education is needed because:

- media literacy helps young people understand theories and practical application of interpersonal communications with family, friends, teachers, co-workers, and strangers through effective listening and speaking skills.

“Murder rarely fits the stereotype of an unsuspecting, helpless, passive victim stalked by a cold, calculating killer. Most homicides are preceded by angry quarrels in which the victim plays an active part in bringing about his own death.” ~ Elton B. McNeil, "Violence Today"

What is vital, our *OpportunINDY* has to see the relationship between media literacy and personal efficacy, and between media literacy and personal violence so that mis-understandings/mis-communications do not lead to the “angry quarrels” mentioned above by Mr. McNeil.

“Power corrupts, but so does powerlessness.” ~ Dr. Rollo May, *Power and Innocence*

This type and level of “literacy” helps youth in feeling less powerless, less disaffected, and even less apathetic--and more empowered, more confident, and more willing to listen for understanding. Click on the following links for more on why media literacy is important:

- *Recognizing Non-Transparency of Media Representations*
- *Motivation and Engagement*
- *Changes in the Quality of Parent-child Interactions*
- *Student Teacher Relationships*
- *Social and Interpersonal Relationship Skills*
- *Reading Positions*
- *Civic Involvement*
- *Competitive Power*
- *Critical Thinking Skills*
- *New Ways of Learning*
- *The Place of Traditional Teaching in Media Education*
- *Balancing Responsibility: Teaching for Success in the Cultural of Power and Teaching for Change*
- *Cultural Theory and Popular Culture*
- *Media Literacy, Cultural Theory, Feminisms, and Gender Studies*
- *Teaching Students to Filter Information*

https://en.wikiversity.org/wiki/Why_is_Media_Literacy_Important

