



UNITED STATES
**MEDIA
LITERACY
WEEK**
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CORE MEDIA LITERACY MESSAGES

Today's world is saturated by media messages.

- Youth spend an average of 10 hours and forty-five minutes with media per day. ([source](#))
- Food and beverage marketers spend \$150 million every year to reach K-12 youth directly in schools. ([source](#))
- 92% of youth go online daily. ([source](#))
- Half of younger adults live in a household with three or more smartphones. More than nine-in-ten 18-to-29-year-olds (96%) say they live in a household with at least one smartphone, and 51% of young adults say their home contains three or more such devices. ([source](#))
- Media promote the notion that girls should be concerned about their appearance and should treat their bodies as sexual objects for others' consumption. ([source](#))

Despite the amount of time youth spend with media, studies indicate they lack some basic media literacy skills.

- In one recent global study, US millennials ranked last or in the bottom 50% out of 22 countries for numeracy, literacy and problem-solving skills. ([source](#))
- Consumption of certain media content by youth has been linked to issues such as self-esteem and body image suggesting that young people lack the skills to be critical of media. ([source](#))

Media literacy is the ability to access, evaluate, analyze, act, communicate and create using all forms of media.

Media Literacy is a crucial life skill in the 21st century.

Virtually all careers today require some level of critical thinking about media and media messages, as well as the ability to produce and work with a variety of media and information.

Media Literacy should be an essential part of education today.

Low-income schools and communities in particular often lack the resources needed to adequately prepare them to create and criticize media and technology.

Media Literacy empowers people to be both critical thinkers and creative producers.

Media Literacy Week USA is a celebration of the efforts by educators and organizers nationwide to prepare youth to live, learn and thrive with media.