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Innovative Framework for Teaching Critical Thinking with Media Production: *Q/TIPS now offers new strategies for global media education*

Malibu, CA. – Questions/TIPS (Q/TIPS™) – an educational framework for linking critical thinking with media production just released by the Center for Media Literacy (CML) -- is the central feature of CML's expanded second edition of its landmark book, *Literacy for the 21st Century: an Overview and Orientation Guide for Media Literacy Education*.

“By learning to ask Five Key Questions when they are producing media, students can grasp fundamental concepts – about authorship, format, audience, content and purpose -- that help them understand how to deconstruct or analyze any media message that comes their way,” Tessa Jolls, CML's President and CEO, explained. “These Five Key Questions for constructing media, as well as CML's earlier Five Key Questions for deconstructing or analyzing media, comprise Q/TIPS and they give youth the process skills they need for lifelong learning. At the same time, Q/TIPS gives teachers an easily-accessible framework for lessons that enhance critical thinking and tie together the subjects being studied.”

As both consumers and producers of media messages, youth are active participants in a media-driven culture which requires new literacies for success. Academics and researchers from around the world are exploring creative ways of engaging and teaching youth to navigate the convergence of media, education and technology. “As the promotion of media literacy moves up the policy agenda, there is a growing need to maximize efforts to understand and share learning about emerging issues at a global level,” said Robin Blake, Head of Media Literacy, UK's Office of Communications (OfCom is the communications regulatory agency of the United Kingdom).

Starting with simple versions of CML's Questions for Young Children and moving on to more sophisticated inquiry for adults, students of all ages can learn how to apply the Q/TIPS questions to a wide variety of messages. This process of inquiry is a central feature of all CML-produced resources that make up a toolset for media literacy education, called the CML MediaLit Kit™. Len Masterman, acclaimed author of *Teaching the Media*, has called the CML MediaLit Kit “a marvelous piece of work...clear, concise, the distillation of the most available research and practice. As a framework for taking teachers through all of the necessary stages, components, ideas and assumptions about media literacy, it could scarcely be bettered. I hope it reaches every school and college in the land.”

Tessa Jolls, CML's President and CEO, introduced the new Q/TIPS framework on May 16 to an invitation-only audience of media literacy researchers, educators and policy makers at the first International Media Literacy Research Forum sponsored by OfCom in London. The field of media literacy has early origins in the UK, which remains a world leader in media education.

Jolls' presentation, *Globalocal: Media Literacy for the Global Village*, addressed how media literacy meets the needs emanating from the evolution of the global village and its profound impact on youth. A corresponding paper was coauthored by Jolls with Dr. Barbara J. Walkosz, Associate Professor, Department of Communication, University of Colorado at Denver, and Dr. Mary Ann Sund, Director, Consortium for Media Literacy.

For more information about CML's MediaLit Kit, Q/TIPS or the OfCom International Media Literacy Research Forum, go to www.medialit.org. CML's comprehensive site also includes current issues and topics, articles and reports, cases and implementation advice, recommended resources for teaching, and information about training opportunities and activities in the media literacy field. ###