<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
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</thead>
</table>
| Understanding Concepts | Conceptual Media Literacy Involves | | \begin{itemize} 
  \item Understanding
  \item Concepts
  \item Media
  \item Literacy
\end{itemize} | \begin{itemize} 
  \item Recognizing the construction of media messages as a social and cultural process
  \item Interpreting messages in multiple contexts
  \item Evaluating the effectiveness of media messages
\end{itemize} | \begin{itemize} 
  \item Identifying and analyzing the meanings and narratives
  \item Examining the power dynamics and influences of media
\end{itemize} | \begin{itemize} 
  \item How are issues represented?
  \item How can media be understood differently?
\end{itemize} | \begin{itemize} 
  \item Understanding and interpreting media
\end{itemize} | \begin{itemize} 
  \item Why does media matter?
  \item What values are promoted or rejected?
\end{itemize} | \begin{itemize} 
  \item How media texts shape our perceptions
  \item What is the impact of media on society?
\end{itemize} | \begin{itemize} 
  \item How are media texts created and consumed?
  \item How do media texts influence us?
\end{itemize} | \begin{itemize} 
  \item Production/Institutions
  \item Production/Representation
\end{itemize} | \begin{itemize} 
  \item Why media texts matter
  \item Why do media texts matter?
\end{itemize} | \begin{itemize} 
  \item Media's role in society
  \item Media's role in shaping our perceptions
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