Thanks. It's shocking that this guy is a WaPo columnist and is lacking in any habit of inquiry or sense of curiosity. Desperately in need of media literacy.

But in the comments section he says:

Okay Kenneth. My address is jay.mathews@washpost.com. It would be a great favor to me if you would email me some details on how you do that, and what evidence you have that it works. It want to write a column about that. Anyone else out there who can educate me on the practicalities of such instruction would be welcome to contact me. Nearly everything I have written about education I have learned from pros like you. ---jay

So it would be good if he got some of that info. I'll share with some teachers.

By the way, though, I do think the NCTE should steer away from this sort of outcomes approach to literacy. It stirs up opposition that is not necessary, because it becomes evident they have an agenda beyond literacy:

Exploring Representation and Power through Critical Reading, Listening, and Viewing. Educators value the use of teaching and learning practices that help to identify and disrupt the inequalities of contemporary life, including structural racism, sexism, consumerism, and economic injustice. Critical pedagogies help learners see themselves as empowered change agents, able to imagine and build a better, more just world.

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On Sun, May 1, 2022 at 7:28 AM Renee Hobbs <hobbs@uri.edu> wrote:

National English-teaching group loses grip on reality at terrible time
By Jay Matthews, Washington Post
https://www.washingtonpost.com/education/2022/05/01/national-council-english-teachers-change-position/

NCTE Position Statement on Media Education in English Language Arts
https://ncte.org/statement/media_education/