

# REAL OR FAKE - ARE YOU MEDIA LITERATE?

JELENA SPASIĆ

ELTA SERBIA



ENGLISH  
LANGUAGE  
TEACHERS'  
ASSOCIATION



**FULBRIGHT TEACHING EXCELLENCE AND ACHIEVEMENT PROGRAM**



# HOW MUCH DO YOU CONSUME MEDIA?

- LET`S GO TO [WWW.MENTIMETER.COM](http://WWW.MENTIMETER.COM)  
AND USE THE CODE **9598 5581**  
OR CLICK ON THE LINK IN THE CHAT BOX  
[HTTPS://WWW.MENTI.COM/XUO3JDM1EA](https://www.menti.com/xuo3jdm1ea)



- American **teenagers** (13- to 18-year-olds) spend about **9 hours** on entertainment media, **excluding** time spent at school or for homework.
- **Tweens** (8- to 12-year-olds) spend about **6 hours** on entertainment media daily.
- American **adults** spend about **11 hours** per day watching, reading, listening to or simply interacting with media.

- ★ 31% of kids who shared a news article online later found out it was inaccurate or wrong.
- ★ According to a 2016 Stanford University study of 7,804 students from middle school through college, 82% of middle-schoolers could not distinguish between an ad labeled “sponsored content” and a real news story on a website.
- ★ 22 million young people were eligible to vote in 2020 & we need to prepare young people to be critical consumers of the news.

# ACTIVITIES

## JAMBOARD

WHY IS IT IMPORTANT TO DISTINGUISH BETWEEN REAL AND FAKE NEWS?



## EDPUZZLE

THERE ARE FIVE QUESTIONS WE SHOULD ASK OURSELVES WHEN COMING ACROSS DIFFERENT MEDIA.



## TWEET

COMPOSE A TWEET OF 240 WORDS



## Informing

- Report
- Knowledge (to learn)
- Enlightenment
- To describe an event
- Communication
- Objectivity

## Propaganda

- Appeal
- Influence
- Campaign
- Advertising
- Suggestion
- Judgmental
- Convincing/ Persuasive

## Five key questions:

1. Who created this message?
2. What creative techniques are used to attract attention?
3. How might different people understand this message?
4. What lifestyles, values and points are represented?
5. Why is this message being sent?



Media literacy is the ability to:

- Access (equality and equity)
- Analyse (examine)
- Evaluate (research)
- Create (produce)
- Share (consume)

# THANK YOU

IF YOU WANT TO CONTACT ME, MY EMAIL IS:  
[SPASICJELENA73@GMAIL.COM.](mailto:SPASICJELENA73@GMAIL.COM)

