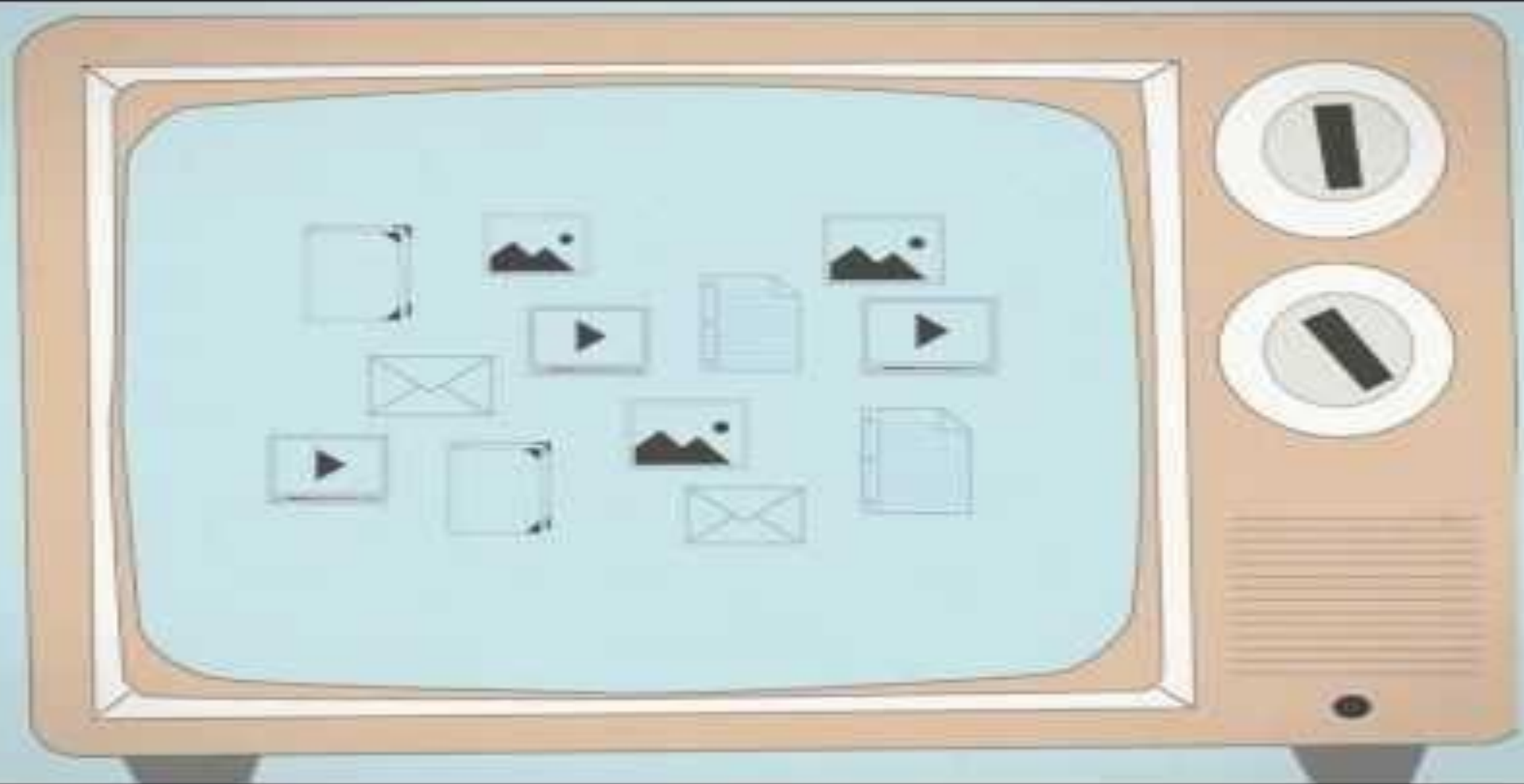


# Media Literacy in the Classroom

*Presented by Monika Mukja and Ivana Delibašić*

*Eltam Days,  
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- Reading (Activate your mind) – this has to do with the analysis media messages
- Writing (Express yourself) – this one has to do with creating media messages

Main Idea & Details

## Understanding Media Literacy



I can explain the positive and negative impacts of advertisement techniques used in various genres of media to impact consumer behavior;

What is the purpose for making it?

How does the author present the information in the message?

How does the author want me to feel about the topic?

Is the media message you see, read, and hear in media is it true?

Who made this media message?

One of the most important elements of media literacy is \_\_\_\_\_. Some media will use unfair methods, such as tricks and hidden messages, to accomplish their goal. When you look at media, you need to ask:

# Reading (Activate your mind)

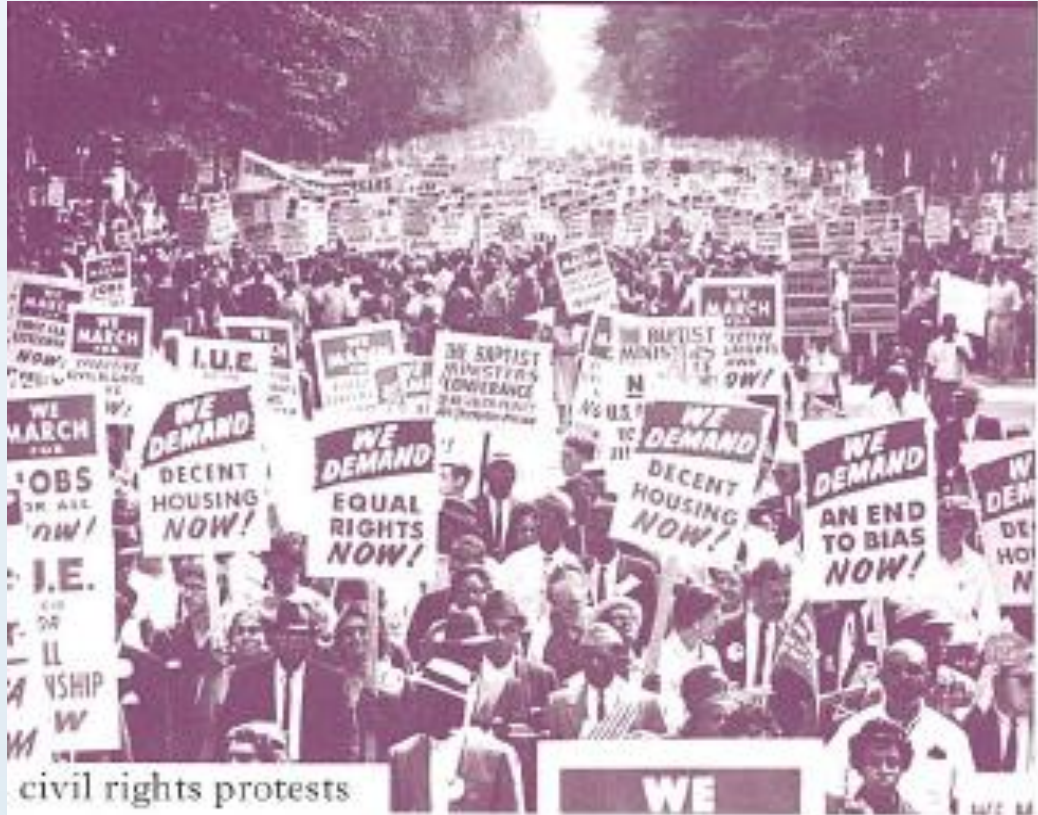
- The process of taking apart messages, whether print or electronic, is referred to in many ways: **analysis, deconstruction, decoding or “reading”** in the traditional terminology of reading/writing literacy.
- **Bloom’s Digital Taxonomy**



# Some tips before starting an activity

- Make sure students understand the topic (background information).
- Remove some scientific facts or telling signs i.e. where the article came from.
- Ask various questions throughout the teaching process.
- Identify level of bias and each type.

# Analyzing a text



- What do you see/notice?
- What kind of “text” is it?
- What choices are made related to pictures and the story?
- What do you think about this figure (Martin Luther King)?
- What would the voice of your character sound like?
- How is the movement put together?





Rosa Parks

- ✓ What do you notice?
- ✓ Where is the camera?
- ✓ What is the viewpoint?
- ✓ How is the story told visually?
- ✓ What are people doing?

<https://www.biography.com/activist/rosa-parks>

- What do you think of this movement and these important actors?
- What is one thing Rosa did to show injustice towards her community?
- What are some ways Martin L. K. came with to fight this injustice and tried to put an end to the slavery?

# THE AMERICAN CIVIL RIGHTS MOVEMENT

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The African American Civil Rights Movement took place in the USA between 1955 and 1968. But African Americans had fought for freedom and justice for many years before that.

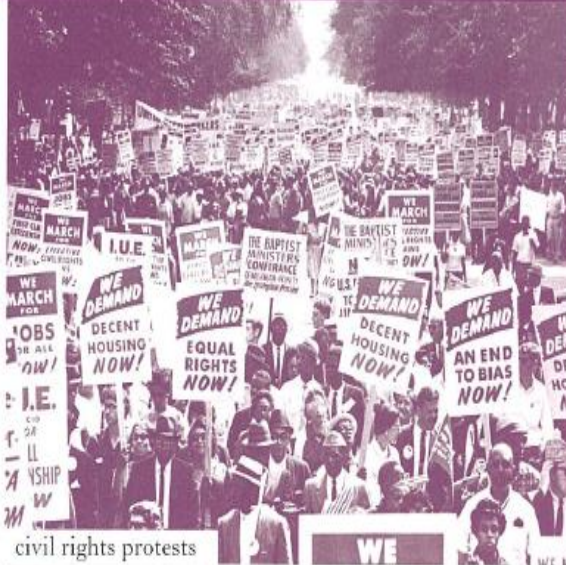
## <sup>5</sup> The need for a Civil Rights Movement

In 1865 Abraham Lincoln declared the end of slavery. After this African Americans became full citizens of the USA and in 1870 men were given the right to vote. However, in the first half of the twentieth century racism against the black community was a huge social problem. In the 1950s racial segregation still existed: black people couldn't attend the same schools as white people; black and white people were separated on trains and buses and in other public areas such as restaurants and movie theaters.

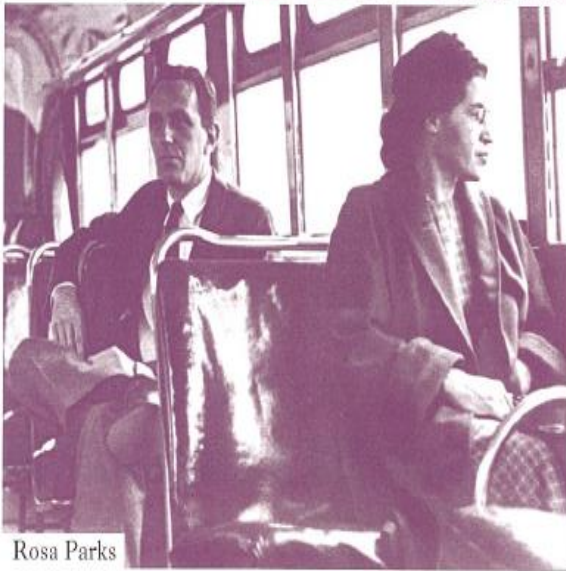
## <sup>15</sup> Two key events

In the early 1950s in Kansas, a young black girl, Linda Brown, applied to a school near her house, but she wasn't accepted. Instead, she had to travel a long way to a black-only school. She became famous when her father fought against the local Board of Education. Finally, the US Supreme Court agreed to stop segregation in public schools. Their victory helped all black children to get a better education.

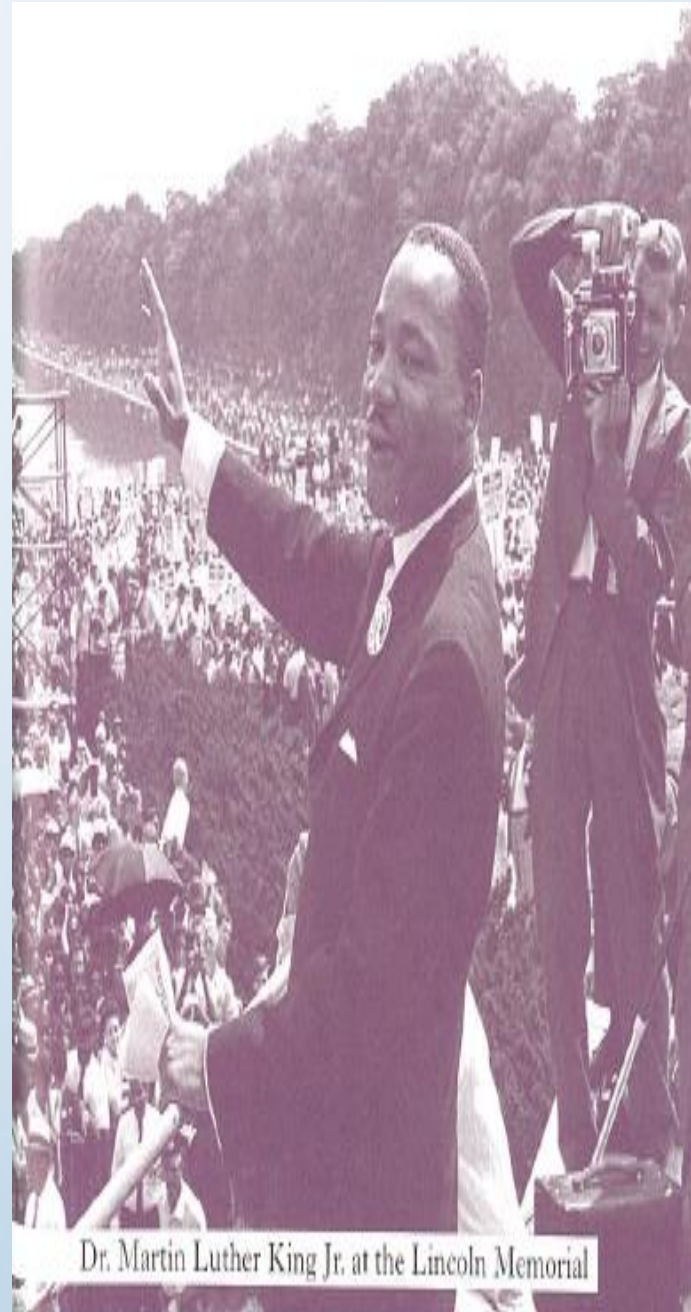
In 1955 a forty-two-year-old black woman, Rosa Parks, sat near the front of a crowded bus in Alabama and refused to give up her seat to a white man. Police were called and Rosa was put in prison. Rosa's actions inspired the black community to support the Civil Rights Movement. With Martin Luther King as their leader, they refused to use public transport for more than a year, until segregation on buses was stopped.



civil rights protests



Rosa Parks



Dr. Martin Luther King Jr. at the Lincoln Memorial

## <sup>30</sup> Dr. Martin Luther King Jr.

Martin Luther King was one of the leaders of the Civil Rights Movement. He said, 'We are tired of being segregated and humiliated.'

He believed that all men and women, black or white, are equal members of the human race. Between 1955 and 1968 he travelled over six million miles and made more than 3,000 speeches. In August 1963 he gave his famous 'I Have a Dream' speech at the Lincoln Memorial in Washington, D.C. Over <sup>40</sup>250,000 people heard him say:

*I have a dream that my four little children will one day live in a nation where they will not be judged by the color of their skin, but by the content of their character. I have a dream today.*

In 1964 King was awarded the Nobel Peace Prize for his work to end racial discrimination. Tragically, on 4 April 1968 Martin Luther King was assassinated. He was thirty-nine years old.

- ✓ Have you ever experienced anything like this in your life?
- ✓ How close is this portrayal to your experience?
- ✓ What are some similarities that these people share?
- ✓ What did you learn from this media text?
- ✓ What questions come to mind as you see these pictures and read through these lines?/ What points of view could be interpreted from this photo?
- ✓ What patterns do we see? (Rosa's picture)
- ✓ What ideas or values are being "sold" to us in this message?
- ✓ What political ideas are communicated in the message? Economic ideas?
- ✓ What judgments or statements are made about how we treat other people?
- ✓ What does this tell you about how other people fight for their rights?
- ✓ What ideas or perspectives are left out? How would you find what's missing?
- ✓ Who are they sending it to? How do you know?
- ✓ What's being sold in this message? What's being told?
- ✓ Who is served by or benefits from the message
  - the public?
  - private interests?
  - individuals?
  - institutions?
- Why this kind of movement was asked to happen?
- Is this telling you something? And what?
- Who was the target audience?

**Activity 2**  
Analyzing Titles



# Bruce Willis' latest News

- [Bruce Willis Always Wore Heartache Well](#)

## **Vulture**

- [Bruce Willis' aphasia was suspected by coworkers for years.](#)

## **(Los Angeles Time)**

- [Bruce Willis Goes "Off the Grid" With Family After Health ...](#)

## **Bruce Willis Goes "Off the Grid" With Wife Emma and Daughter Mabel After Health Announcement**

## **(ENews)**

- [Bruce Willis puts a hold on his acting career due to health problems](#)

## **(HOLA!)**

## **Activity 3**

Analyzing  
articles/short stories ...



What did they post about?

What is the target audience?

Is it someone's blog?

Based on what you see only, would you support this viewpoint?



Albin Ronay shared a link

2 h • Facebook for Android

Everyone secretly believed this already, right?



www.todaysnews.ca

**DO YOU LEAVE THINGS 'TIL THE LAST MINUTE? SCIENCE FINDS THAT MEANS YOU'RE SMARTER**

**Today's News: If you're the kind of person who usually leaves things to the last minute (aren't we all?) this new study will make you feel better: procrastination can actually be a sign of a higher IQ.**

11 comments



Like



Comment



Share

## Writing (Express yourself) – creating media messages

- Writing,
- Speaking,
- Conceptualizing new ideas,
- Making art: visual, digital, audio, theatrical,
- Posting and sharing on social media,
- Communicating with others,
- Constructing visual information or content.





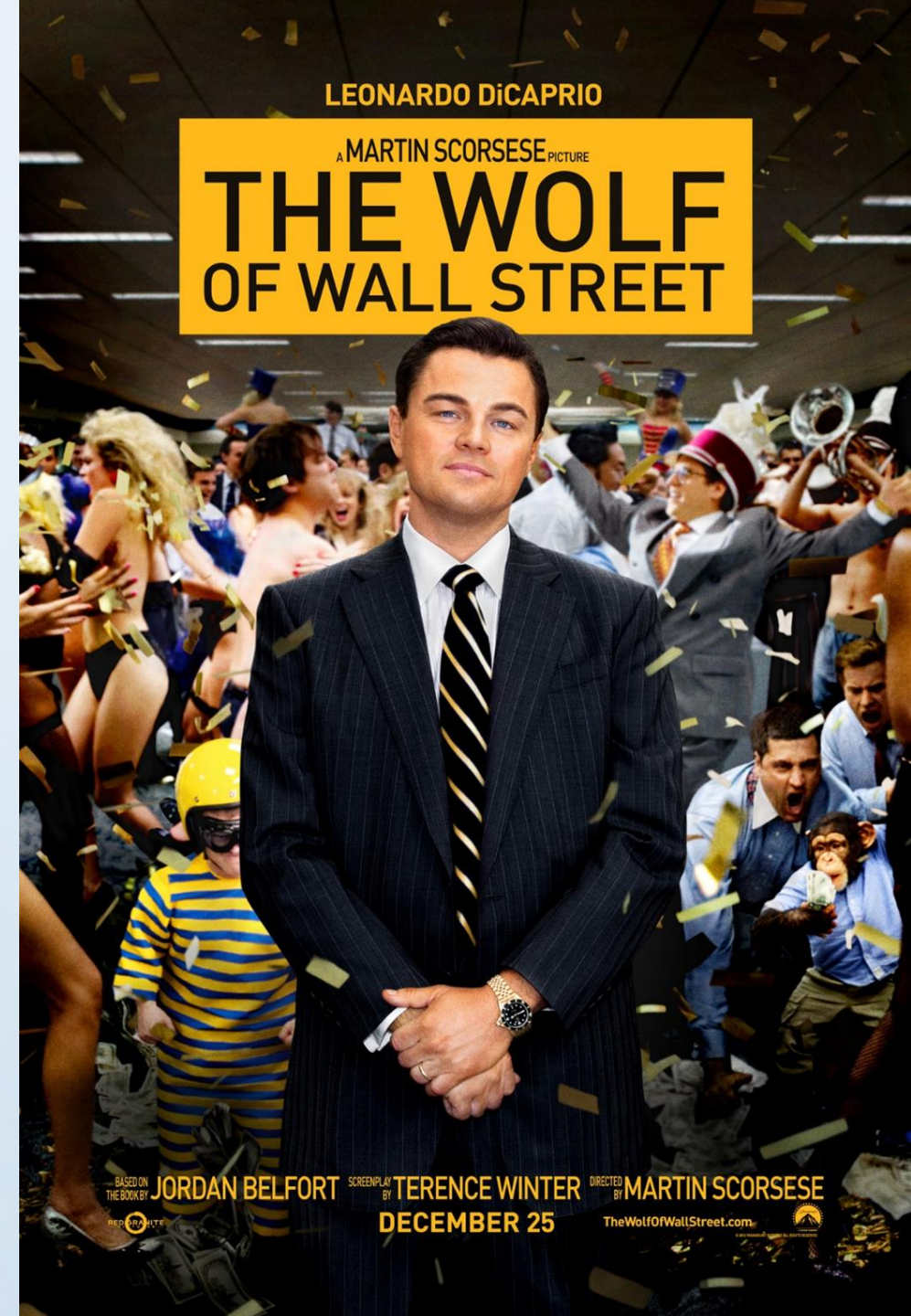
# Key Questions to ask when Creating media messages:

- Is this fact, my opinion, or something else?
- What are my sources of information?
- How might different people understand this message differently?
- Who might benefit from this message?
- Who might be harmed by it?
- What actions do I want people to take in response to this message?
- What ideas, values, information, or points of view are overt? Implied?
- What is left out that might be important to know?



# Creating Media - Story Selling

[https://www.youtube.com/watch?v=iszwuX1AK6A&list=PL4s3asBCeP-OoBR9JGV8yCdZq97q9-1T &index=42](https://www.youtube.com/watch?v=iszwuX1AK6A&list=PL4s3asBCeP-OoBR9JGV8yCdZq97q9-1T&index=42)



## Key Questions:

- What do you think about this trailer?
- What techniques are used to attract my attention?
- Why is this message being sent?



**The main conventions of a trailer are:**

- The 'best bits' are highlighted so in a horror film it would be the scariest part.
- Shows the start of the film.
- Dramatic camera angles.
- Credits shown between action.
- Voice overs are used to tell the story.
- Music plays an important role in creating atmosphere.

**AHA Moment:** The producer tried to grab my attention with this trailer by throwing in everything viewers may find intriguing or amusing.

- Divide class in several groups, provide them with some products and task them to create the advertisements for those products.
- You can task them to do commercial for radio, for TV, internet, poster, etc.

## Follow up Activity





**Any questions?**