

Media Literacy



http://www.oneworld.net/penguin/pollution/pollution_home.html

Did you know...




by the time the average American graduates from High School they will have spent more time in front of a television than in classroom instruction.

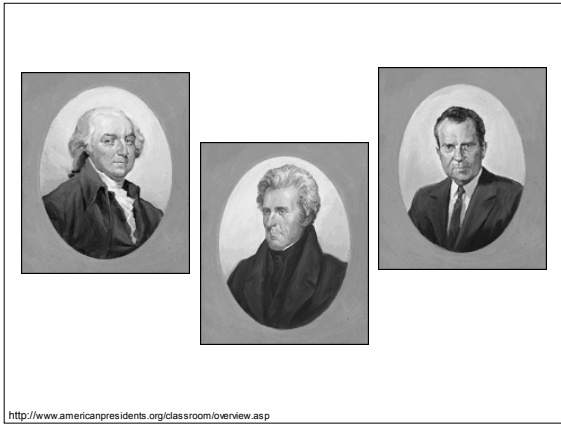


What is Media?

- Newspaper
- TV
- Billboards
- Magazines
- Internet
- Radio







What role does the media play?

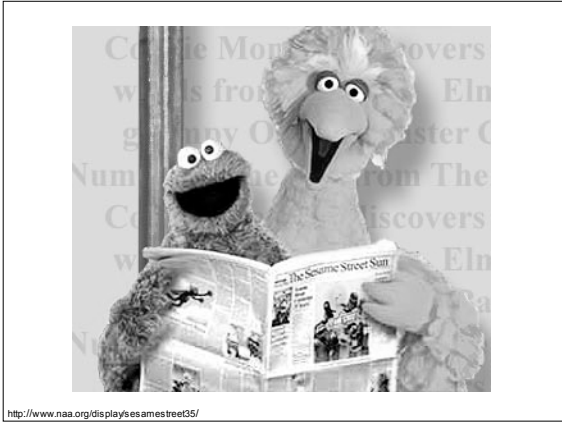
- To educate
- To sell
- To entertain

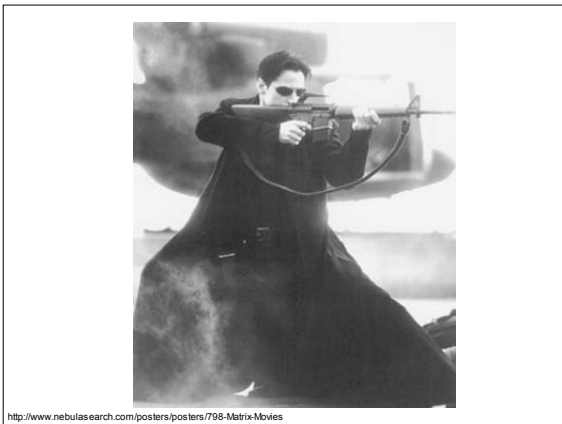




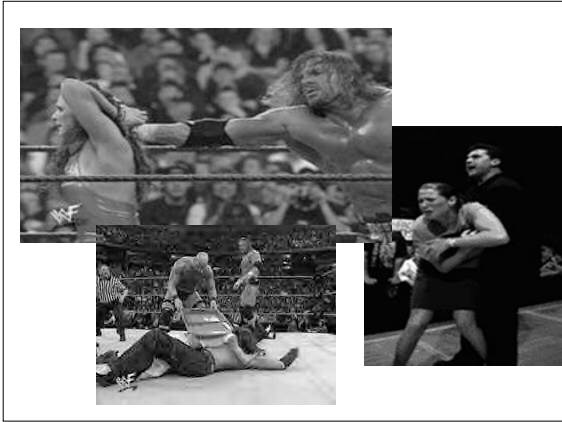
Media Literacy Topic Areas:
VIOLENCE
Body image Advertising
Tobacco and Alcohol
Attitudes and Values





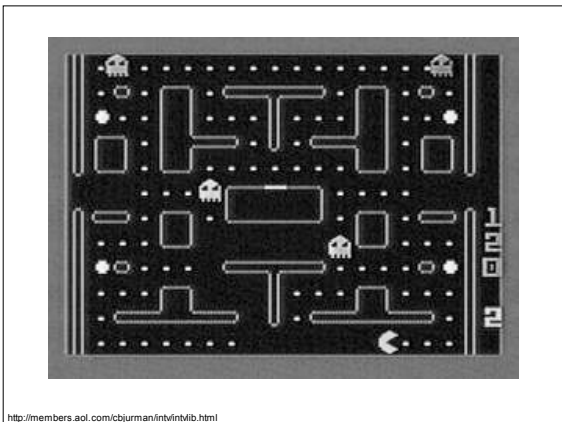






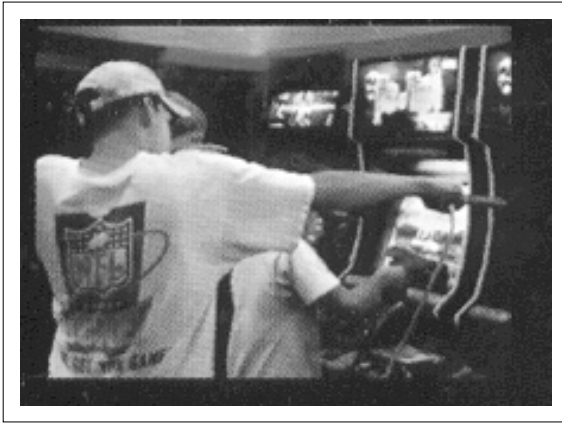


<http://www.earlychildhoodbehavioralhealth.com/Articles/UnderstandViolence.htm>



<http://members.aol.com/cbjurman/fn/vint/vib.html>









EFFECTS OF MEDIA VIOLENCE

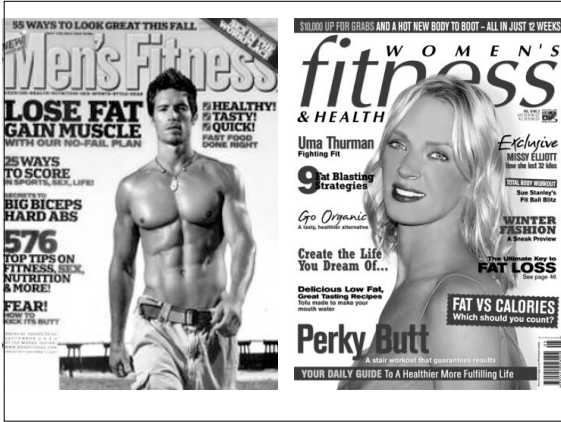
- Increased aggressiveness and antisocial behavior.
- Increased fear of becoming a victim.
- Increased desensitization to violence and victims of violence.
- Increased appetite for more violence in entertainment and real life.
- The belief that fighting is a means to "handling" conflict.

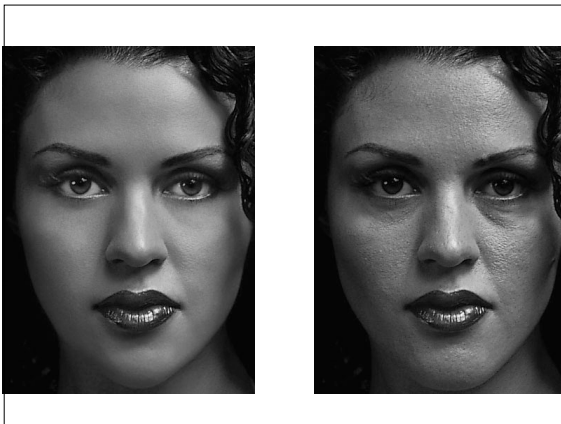














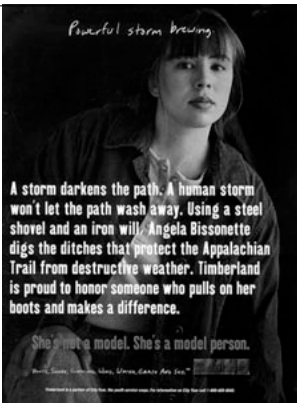
Fake or Foto?



Fake or Foto?



Powerful storm brewing



<http://www.about-face.org/gowhewten/1/index.shtml>

What can you do?

- Weight doesn't define who you are or what you are as a person.
- Don't get hung up on numbers, weight doesn't tell you much: Muscle weighs more than fat.
- Weight isn't the best indicator of health or fitness, your eating habits, exercise patterns and other choices are more important.

more tips

- Stop negative thoughts about yourself.
- Compliment yourself.
- Do not let the media influence your body image.
- Remember that photographs are air brushed to reach the thin ideal body.

Advertising



How marketing targets youth

- Commercials
- Incentives (toys, games)
- Athletes/Celebrities
- Product placement

Commercials



Incentives and Toys



<http://www.burgertoys.com/>

Celebrities



<http://products.peapod.com/559.html>

Athletes

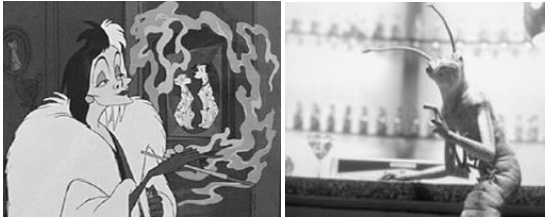


Product Placement



<http://www.med.sc.edu/1081/prodplacement.htm>

Tobacco and Alcohol in the media



Did you know that each year
alcohol and tobacco
companies spend billions of
dollars trying to get your
attention ?

It works!!

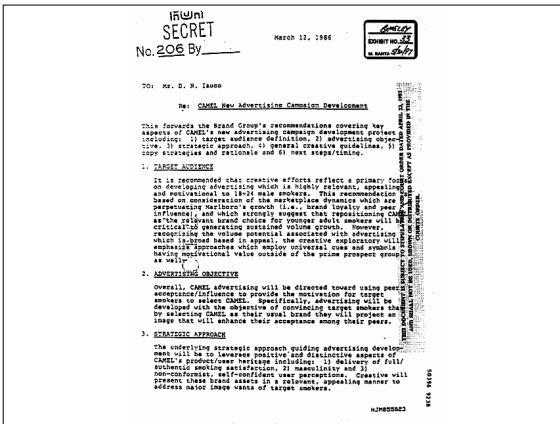
**91% of 6-year-olds know who Joe
Camel is, the same as Mickey
Mouse.**

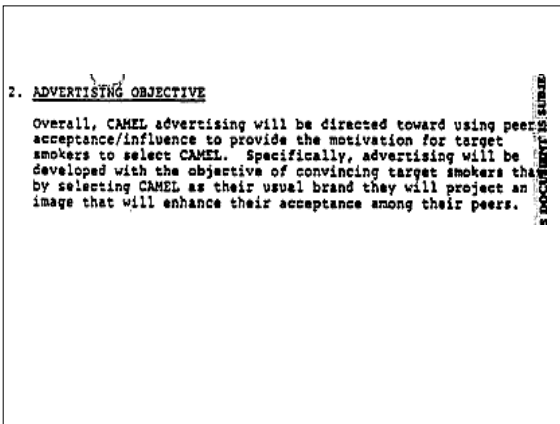


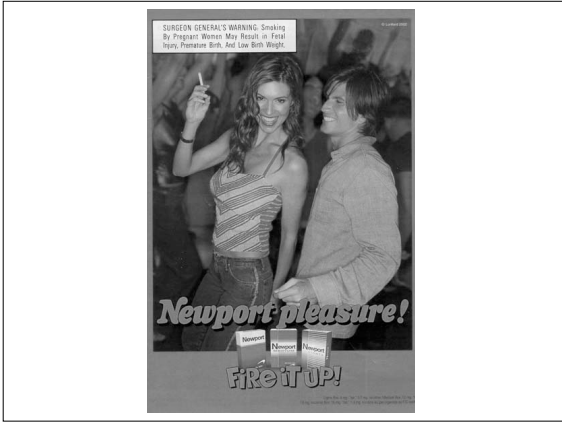
<http://www.grudge-match.com/Images/JoeCamel.jpg>

http://www.starstore.com/acatalog/Mickey_Mouse_spotlight-01.jpg










- "Today's teenager is tomorrow's potential regular customer, and the overwhelming majority of smokers begin to smoke while still in their teens. The smoking patterns of teenagers are particularly important to Phillip Morris"
- "Evidence is now available to indicate that the 14-18 year old group is an increasing segment of the smoking population. RJ Reynolds must soon establish a successful new brand in this market if our position in the industry is to be maintained in the long term."



Two packs of Camel cigarettes are shown side-by-side. The left pack is labeled "CAMEL Hawai Holiday" and the right pack is labeled "CAMEL Twista Lime". Both packs feature the iconic camel logo.





Are you influenced?

- A review of cigarette advertising and youth smoking rates indicated that sudden rises in teen smoking coincided with large-scale cigarette advertising campaigns
- 44% of 12-13 year-old girls believe that cigarette ads suggest that smoking helps people stay thin
- 30% of teens aged 12-17 own at least one tobacco promotional item

Alcohol

Underage drinking is linked with an increased risk of:

- Physical and sexual assault
- Vandalism
- Teen pregnancy
- Poor academic performance
- Depression
- Among other serious consequences

National Academy of Sciences







The media says...

It's ok to drink excessively



Both of these ads show more than 1 serving size

The Heineken advertisement shows a six-pack of beer with the slogan "Take one for the team." The Bacardi advertisement shows a bottle of Bacardi Mixers and a glass of the drink with the slogan "Have a red white and BACARDI Mixers Instant Party!"

The media says...

Drinking makes you irresistible to the opposite sex

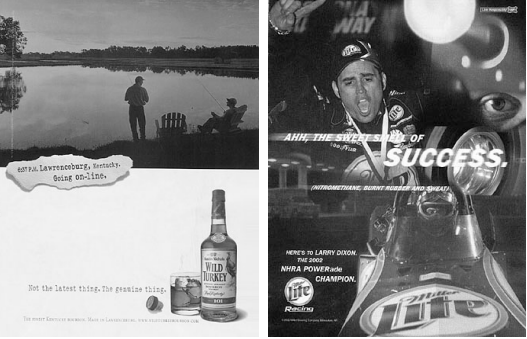


<http://camy.org/>

The Asahi advertisement shows a woman in a white dress holding a beer. The Coors Light advertisement shows a woman in a black dress holding a beer with the slogan "HERE'S TO GIRLS WHO DRINK BEER. Coors LIGHT COLD-DOWN EASY."

The media says...

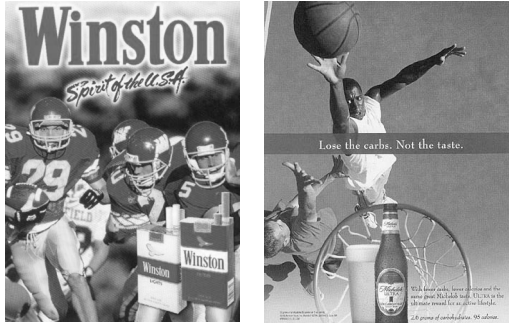
You can Fulfill a void or desire



The Wild Turkey advertisement shows a man fishing by a lake with the slogan "Get the latest thing, the genuine thing." The J&J Racewear advertisement shows a man in racing gear with the slogan "AHH, THE SWEET TASTE OF SUCCESS."

The media says...

Sports go well with alcohol and tobacco



and...

ads often justify and normalize risky, dangerous, and illegal behaviors



Remember!

- Media messages are **not** reflections of reality, they are put together carefully to send you a very specific message.
- Advertisements are created to do one thing: convince you to buy or support a product or service.
- To convince you to buy something, advertisers will create a message that provides an emotional experience that looks like reality.



What can we do?

- Try to cut down on your "media time"
- Find alternative activities to viewing media
- Create counter-ads
- Deconstruct media messages
- Tell your friends and family about media literacy

Create counter-ads

By Jession Hobbs grade 7

It's the stuff inside that matters Most

THE STUFF INSIDE MATTERS MOST.

Jim Beam



