



MEDIA LITERACY

WHAT IS MEDIA?

- Communication that reaches and influences the masses:
 - Newspaper articles
 - Radio shows
 - Television shows
 - Movies
 - Internet
 - Advertisements—print, radio, TV, internet



5 BASIC CONCEPTS ABOUT MEDIA

- All media messages are “constructed”
- Media messages are constructed using a creative language with its own rules.
- Different people experience the same media message differently.
- Media have embedded values and points of view.
- Most media messages are organized to gain profit and/or power.



5 QUESTIONS TO ASK ABOUT MEDIA

- Who created this message?
- What creative techniques are used to attract my attention?
- How might different people understand this message differently?
- What values, lifestyles and points of view are represented in, or omitted from, this message?
- Why is this message being sent?



GENERAL ELECTRIC

- <http://www.youtube.com/watch?v=NbgAENTsHNk>
- Who created this message?
- What creative techniques are used to attract my attention?
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- Why is this message being sent?



COVER GIRL

- http://www.youtube.com/watch?v=L_U2lEgvmq0
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GILLETTE

- <http://www.youtube.com/watch?NR=1&v=mE0fCWH7FJ0&feature=endscreen>
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SWIFFER

- http://www.youtube.com/watch?v=hKZg_qLiIj8
- Who created this message?
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PLEDGE

- <http://www.youtube.com/watch?v=HpEyKKJLmI>
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MOLSON CANADIAN

- <http://www.youtube.com/watch?v=BRI-A3vakVg>
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