MEDIA LITERACY

COMMENTARY OR FACT BASED REPORTING?
WHAT IS MEDIA LITERACY?

“The ability to access, analyze, evaluate, create and act using all forms of communication.”
National Association of Media Literacy

https://www.youtube.com/watch?v=AD7N-1Mj-DU

**Media Messages**
The values and ideas that are promoted by the media, the things that get put into them

**Media Effects**
Are the influences and consequences on the audiences

What happens when we rely on media?
Should everyone have access to it?
What happens if that access is exploited?
THE EVOLUTION OF LITERACY

[Link to YouTube video]

Penny Press
Information becomes accessible to everyone and the newspaper becomes a democratizing force

Yellow Journalism
Sensationalism over professionalism in journalistic ethics (staying away from the facts and leaning into drama and commentary)

What happens when we rely on media?
Should everyone have access to it?
What happens if that access is exploited?
“Your brain on media is prone to taking short cuts and filling in the blanks of a story whenever and however it can. Publishers, advertisers and tech companies know all of these tricks to and use them against us all the time to hold or steal our attention.” -

**Schema** is a thought pattern; the way the brain understands a task, the desired outcomes of that task, and the strategy for getting there.

**Law of Closure** explains that our brains use prior knowledge to fill in the gaps when processing new information. This desire to connect the dots is what makes humans vulnerable to misinformation.

**False Memory’s** occur when our brain fills in a gap of missing information with something we heard.

**Confirmation Bias** says that we seek out information that aligns with or conforms our own biases.
THE DARK SIDE OF THE MEDIA

https://www.youtube.com/watch?v=rR7j11Vpjw

**Propaganda**
Information used to promote a certain point of view, change behavior, or motivate action

**Disinformation**
Used to confuse and distract audience using deliberately false or misleading information

**Misinformation**
Unintentionally inaccurate information
WHO OWNS THE MEDIA?

In 1983, 90% of American media was owned by 50 companies.
In 2011, that same 90% is controlled by 6 companies.

These six companies are:

- GE
  - Notable Properties:
    - COMCAST
    - NBC
    - UNIVERSAL PICTURES
    - Focus Features

- NEWS-CORP
  - Notable Properties:
    - FOX
    - WALL STREET JOURNAL
    - NEW YORK POST

- DISNEY
  - Notable Properties:
    - ABC
    - ESPN
    - PIXAR
    - MARVEL STUDIOS

- VIACOM
  - Notable Properties:
    - MTV
    - NICK JR
    - BET
    - CMT
    - PARAMOUNT PICTURES

- TIME WARNER
  - Notable Properties:
    - CNN
    - HBO
    - TIME
    - WARNER BROS

- CBS
  - Notable Properties:
    - SHOWTIME
    - SMITHSONIAN CHANNEL
    - NFL.COM
    - Jeopardy
    - 60 MINUTES

https://www.youtube.com/watch?v=4B0HV_GQut4
MEDIA LITERACY SKILLS

https://www.youtube.com/watch?v=Be-A-sCIMpg

Access

Analyze
1. Who created this message and what is the purpose?
2. What techniques does it use to attract and hold attention?
3. What lifestyles, values and points of view does it depict?
4. How might different people interpret this message?
5. What is omitted, or left out?

Evaluate
1. Relevance – Does the info or media serve its purpose and to what degree?
2. Accuracy – How factual is this information? Is it backed up by empirical evidence or is it an opinion? Double check the information against multiple sources.
3. Bias – Slanting facts
4. Reliability – Trustworthy

Create

Act
DEBATE

Each student will research pieces of content from their news organization to prove they are unbiased when reporting.

CNN vs. Democracy Now
FOX vs. Free Speech TV
MSNBC vs. Mother Jones

Individually you will analyze and evaluate 3 pieces of content to prove your organization is biased or unbiased in reporting about the issue

Format of the Debate

- Team A Speaker 1 - Prepared Speech
- Team B Speaker 1 - Prepared Speech
  CROSS FIRE (Between A1 & B1) 2 Min
- Team A Speaker 2 - Rebuttal Speech
- Team B Speaker 2 - Rebuttal Speech
  CROSS FIRE (Between A2 & B2) 2 Min
- A1 Summary of Argument
- B1 Summary of Argument
  GRAND CROSS FIRE (ALL Speakers) 3 Min
- A2 Last Shot
- B2 Last Shot 1 Min
COMMENTARY OR NEWS?

Remember to **analyze** and **evaluate** each piece of content you find on a specific topic.

**Analyze**
- Who created this message, what is the purpose?
- What techniques does it use to attract and hold attention?
- What lifestyles, values, and points of view does it depict?
- How might different people interpret this message?
- What is omitted or left out?

**Evaluate**
- Relevance: What purpose does this content serve?
- Accuracy: Check the facts with other sources, list them here with.
- Bias: Is the author biased? Or commenting opinions?
- Reliability: Who owns this corporation? Is it trustworthy?