ASSIGNMENT: media LITERACY

III. ADDITIONAL RESOURCES

For a list of the most current resource materials
and videos for teaching media literacy, go to the
Center for Media Literacy website:

http://www.medialit.org

Publishing Student Work
http://www.AssignmentMediaLit.com

Why Publish Samples of Student Work?

Students experience a genuine thrill when their work is published and displayed before a real audience. A simple classroom activity can become a meaningful experience when students get feedback that their work is appreciated and valued. Plus, teachers and parents who visit the website are inspired by the creativity and imagination of young people—this helps spread the word about the important work happening in our schools!

Send Student Writing, Videos, Posters, Photos, Audiotapes, Websites, and More

We will accept student writing—from handwritten documents to word-processed materials. We look forward to including samples of student videos, audiotapes, or multimedia projects on the website. You can send us a videotape, clearly labeled with the student's name and school. If your students' material is available on a school or classroom website, send us the URL and we'll link to it. Remember that we cannot return original copies of student work. Send us student work in any way that is most comfortable for you. Here are some options:

E-MAIL

Send text attachments to studentwork@assignmentmedialit.com.

U.S. MAIL

Assignment: Media Literacy

c/o Media Literacy Project, Babson College

213 Kriebel Hall

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To comment or ask questions about *Assignment: Media Literacy*, call us toll-free at 1-888-734-2328.

GLOSSARY

ACTION ADVENTURE refers to a genre of film and television programming that offer the viewer excitement, suspense, and escape. Most action-adventure films or TV shows feature the hero in a series of physical feats, fights, and chases, often in unusual settings or exotic locales.

ADDICTION refers to the condition of having given up control over the use of something that is habit-forming, to the extent that stopping its use would cause physical or emotional discomfort, pain, or trauma.

ADVERTISING refers to all forms of the practice of calling public attention to a product or service through the media—whether in print, radio, video, film, or on the Internet—in an attempt to get more customers. Billboards, TV commercials, and clothing with visible brand names are all forms of advertising.

ANIMATION is the film art of making drawing appear to move. An animated film is a type of filmmaking that may combine drawing, painting, sculpture, or other visual arts. Animation is used in many different types of media messages, including advertising and cartoons.

AUDIENCE refers to any group of receivers of a media message. Audiences may receive a message by listening, reading, or viewing. The audience is important to understanding the economics of the mass media business, since advertisers pay to reach audiences when they place ads in newspapers, magazines, radio, television, or the Internet. Audiences are often identified by specific characteristics.

AUTHORSHIP refers to the person or people who make or create a media message. The writer of a song, magazine article or book, the director of a film, or the producer of a TV show, for example.

COMEDY refers to a genre of many types of media that gives readers or viewers the opportunity to laugh and to feel comforted by a happy ending. Most comedies provide readers or viewers a look at the ludicrous in human behaviors and relationships.

CONSTRUCTION refers to the process of making, creating, or producing a media message. Different types of media messages use different construction processes. Different elements are combined in the construction process, including language, images, and sound. Deconstruction of media messages consists of looking at all the elements of the message and asking questions about their intent.

CRITICAL VIEWING is the ability to use critical-thinking skills to view, question, analyze, and understand issues presented in visual media, including photography, film, television, video, and the Internet. Critical viewers recognize the five key concepts of media literacy and consider them as they analyze media messages:

1) All messages are constructions.
2) Messages are representations of social reality.
3) Individuals construct meaning from messages.
4) Messages have economic, political, social, and aesthetic purposes.
5) Each form of communication has unique characteristics.

DEADLINE is the time when a media message must be completed.

DOCUMENTARY is a genre of film and television programming which uses language, sounds, and imagery to provide an interpretation of actual people, groups, or events. Documentaries often have informative, persuasive, and artistic purposes.

DRAMA is an art form that tells a story through the speech and action of the characters in the story. Most dramas use actors to play the characters.

EDITING is the process of deciding which words, visuals, and/or audio is used in the production of a media message.

GENRE is the form or type of a media message, such as sitcom, drama, newspaper, feature film, or ad. Each media genre has its own set of characteristics or conventions and is marketed to different types of viewers.

HEROES AND VILLAINS are two common stereotypes in the media. Traditionally, one is good and the other evil. With increasingly violent superheroes and the publicized abuses of some sports figures or other celebrities young people admire, however, the lines between the two become blurred.

INFOMERCIAL is an audio or video segment that combines advertising with information. Infomercials are sold as commercials and are available on some cable networks.

INTERNET is the largest inter-networking system in the world. It is composed of many computer networks, including academic, government, community, and commercial systems. The Internet is sometimes referred to as the "information superhighway."

JARGON is the use of specialized words in a field or profession.

JOURNALISM refers to the profession and work of informing citizens about their community, the nation, and the world. Journalists gather, write, edit, and present information in newspapers, news services, magazines, radio, television, and the Internet each day, 365 days a year. Journalists are also referred to as the "news media". In the United States, people depend on the news media for the fair and truthful reporting of current events. Journalists strive for three major goals: accuracy, balance, and fairness.

MEDIA are the means of communication in any society. Mass media are those forms that have the capability to reach a very large audience, including newspapers, magazines, radio, television, feature films, and the Internet. Any information that comes from any medium of communication is a "media message."

MEDIA LITERACY is the ability to access, analyze, interpret, evaluate, and communicate messages in a variety of forms. It is an extension of the powerful concept of literacy, where the skills of reading and writing are expanded to include a wide variety of message forms, including messages conveyed through language, print, and electronic technologies.

MEDIA VIOLENCE refers to the violent content of many forms of media, including the news media as well as TV, movies, and video games.

NEWS refers to the factual reporting of current events and other information of interest. News reporting spans many media, both print and electronic. Local news informs us about what is happening in our own community or state. National news tells us what is happening in the country and the world. A news program is a genre of television show that usually reports the news, weather, and sports.

NEWS EDITOR is the person who decides what information to put in the newspaper or on TV news.

NEWSMAGAZINE is a magazine, usually weekly, devoted chiefly to summarizing and analyzing news.

POINT-OF-VIEW (POV) is the specific way in which one looks at a particular scene or subject, which is based upon many individual traits, culture, and experience. In visual imagery such as film, video, or photography, point of view refers to the perspective from which the production is shot.

PRODUCTION is the process of combining various elements to create a media message, from the writing of a letter to the editor by one person to the making of a feature film involving hundreds of people.

PUBLIC SERVICE ANNOUNCEMENT (PSA) is a TV commercial or print ad that is selling a message designed to promote good health.

RATING refers to the label a TV show or film receives based on its content. The rating helps consumers decide which productions to either view or avoid for themselves or their children.

REALITY TV refers to any TV programming based on real life or current events, such as a documentary or a news program.

SCRIPT is a written narration or dialogue, often with other production notes included, used in radio, television, film and theatrical productions.

SITCOM short for situation comedy, is a humorous, usually half-hour, TV show featuring the same characters on each program. Sitcoms usually run once a week.

SLOGAN is a short phrase that is easy for people to understand and remember.

SOUND BITE is a small fragment of a quotation from a source that captures a single idea in a vivid or memorable way. Sound bites are used in radio and TV production to communicate ideas in a very brief period of time.

SPIN is to extend or twist a story, usually to support your opinion or beliefs.

STORYBOARD is a planning tool for media production. It is a graphic or drawing that shows what film or TV scene might look like when completed.

SUBTEXT is a meaning that must be inferred from a text. Subtexts are meanings that are not directly presented, but require "reading between the lines."

TARGET AUDIENCE is the group of people to whom a media message is directed. The target audience is very important to advertisers who want to reach certain populations to sell their products or services.

V-CHIP is a technology built into new TV sets that reads the rating of TV shows. This provides the option to block out shows or entire channels thought to be inappropriate for certain audiences, especially children.

VIDEO GAMES are those interactive games created for use on home television, computer monitors, or video-arcade consoles. Some people are concerned that the violent nature of many video games might lead to vicious behavior among their users.

VOICE-OVER is an audio production term referring to a vocal recording, which is added to other audio, video, or film productions. The voices of narrators and cartoon characters are both examples of voice-overs.

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FEEDBACK AND EVALUATION

ASSIGNMENT: media LITERACY

Instructions: *Please use this form to provide us with feedback about the curriculum materials.*

1. The materials were clearly organized and easy-to-use.

Strongly
Agree   5   4   3   2   1   Strongly
Disagree

2. My students will find these materials interesting and enjoyable.

Strongly
Agree   5   4   3   2   1   Strongly
Disagree

3. These materials can be used to strengthen students' reading skills.

Strongly
Agree   5   4   3   2   1   Strongly
Disagree

4. The videotape and ancillary materials are valuable classroom resources.

Strongly
Agree   5   4   3   2   1   Strongly
Disagree

5. These materials show how media issues and production projects can be incorporated into the curriculum.

Strongly
Agree   5   4   3   2   1   Strongly
Disagree

YOUR ADDITIONAL COMMENTS ARE WELCOMED ON THE BACK OF THIS PAGE!

Please return to: Teacher Evaluation, Assignment Media Literacy
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As part of DCI's commitment to education, DCI is working to transform today's Information Age into a new Age of Enlightenment through programs such as *Assignment: Media Literacy*.