



III. ADDITIONAL RESOURCES

Publishing Student Work on the Assignment Media Literacy web site	183
Glossary	184
References	189
List of Contributors	191
Feedback and Evaluation Form	194
About Discovery Communications, Inc	195

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

<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 to 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
Wellesley, MA 02457

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

GLOSSARY

ACCURACY is the goal of communicating information which is free of errors.

ACTION ADVENTURE refers to a genre of film and television programming that offers 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.

ANECDOTE is a short narrative story usually about an interesting, funny, or biographical incident.

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 on 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.

BALANCE is the journalistic goal of presenting information from a range of different perspectives and being even-handed in depicting various points of view.

CASTING DIRECTOR is the person who helps coordinate the selection of actors or talents who are chosen to play various roles in a film, a play or a TV program.

CELEBRITY is well known or much talked about; someone who is famous.

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.

CONTENT is the part of a media message that consists of the ideas, claims, or arguments presented.

CREDIBILITY is the quality of being believable. When a media message is credible, it is reliable and trustworthy.

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.

DOCUMENTARY is a genre of film and television programming that 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 are used in the production of a media message.

ENTERTAINMENT is one of the pleasurable aspects of the media. In all its forms—books, comics, television, video games, films, etc.—entertainment seeks to provide enjoyable diversion or amusement. Other motives of the media include making money, persuasion, artistic expression, information, and education.

EPISODIC REPORTING focuses on people and events.

FACT is something that can be measured or proven.

FAIRNESS is the goal of treating sources with respect.

FANDOM is the experience of admiring a celebrity or hero.

FORMAT is the structure of a media message, distinct or separate from its content.

FREEDOM OF EXPRESSION is the right granted by the First Amendment of the Constitution to express ideas freely, without restrictions.

GAME SHOW is a genre of TV shows in which contestants compete for prizes by playing a game and usually providing a host with information.

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.

A HERO is a person admired for bravery, great deeds or admirable qualities.

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.”

JOURNALISM refers to the profession and work of informing citizens about their community, the nation, and 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.

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

OPINION is a belief or statement that may not be able to be measured or proven—it represents the point of view of the communication.

PARODY is a work that imitates the style of another type of message for comic effect.

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.

POST-PRODUCTION is the final phase of making a film or TV show, including editing, music composition, and the addition of special effects.

PRE-PRODUCTION includes all the phases of making a film or TV show before production, including preparation of budgets, script-writing, and casting.

PRODUCTION is the phase of making a film or TV show where sets are built, actors rehearse, and scenes are filmed.

PRODUCT PLACEMENT is a strategy used to promote a product by making financial arrangement, with a film producer to feature the product in a film or TV program.

PUBLIC RELATIONS is an organized effort by any organization to communicate effectively with the public. One component of public relations is the attempt to place messages about the organization, and its products or services, in the news media.

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.

RATINGS are the basic economic unit of broadcasting, providing information about the number and characteristics of viewers who are watching at a specific time.

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

SATIRE is the use of mockery or irony to ridicule a person, an idea, a social practice, or a thing.

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

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 drawn representation of a media message, used in planning.

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.

THEMATIC REPORTING focuses on ideas, social issues, and patterns behind the news event.

THUMBNAIL is a sketched-out plan that shows how text, headlines, and images will be laid out on a page.

TREATMENT is a persuasive document that outlines the idea for a film or TV show. The treatment is used in visualizing what the show will be about and in helping get appropriate funding for the project.

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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Kenan's World and J.T.'s World

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FEEDBACK AND EVALUATION



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

Strongly Agree	5	4	3	2	1	Strongly Disagree
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3. These materials can be used to strengthen students' reading skills.

Strongly Agree	5	4	3	2	1	Strongly Disagree
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4. The videotape and ancillary materials are valuable classroom resources.

Strongly Agree	5	4	3	2	1	Strongly Disagree
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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
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YOUR ADDITIONAL COMMENTS ARE WELCOMED ON THE BACK OF THIS PAGE!

Please return to: Teacher Evaluation, Assignment Media Literacy
Media Literacy Project, 213 Kriebel Hall, Babson College, Wellesley, MA 02457



Discovery Communications, Inc. (DCI) is the leading global real-world media company and is dedicated to helping people explore their world and satisfy their natural curiosity through award-winning documentary programming, retail products, and real-life experiences. Through its commercial operations and charitable outreach, DCI is committed to providing the very latest technology and tools necessary to improve educational opportunities throughout the world.

For more than a decade, DCI has been empowering educators through its support of Cable in the Classroom. Cable in the Classroom is a not-for-profit organization that provides commercial-free educational programming designed to enrich the classroom experience.

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*.

