



### III. ADDITIONAL RESOURCES

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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!

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Assignment: Media Literacy  
c/o Media Literacy Project, Babson College  
213 Kriebel Hall  
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# 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.

**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 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.

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

**CONTINUOUS NEWS STORY** is a news story that has multiple points-of-view and new developments over a period of time.

**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.

**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.

**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.”

**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.

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

**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.

**PRESS RELEASE** is a form of writing created by someone seeking publicity. It is designed to provide journalists with information in an effort to persuade them to cover the topic.

**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 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, its products, or services in the news media.

**PUBLIC SERVICE ANNOUNCEMENT (PSA)** is an ad in TV or print media that attempts to persuade people to adopt a healthy behavior or lifestyle. Anti-smoking PSAs are common in some states.

**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 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.

**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.

**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



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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