



C4 PUPILS



Project: Media Literacy

Activity C5 - Short Term Exchanges of Pupils

Laboratory on: "Lab on fake news and how to detect them"

Bulgaria



What is Media Literacy?

Students teach
students



Few Interesting Facts:

- ❑ 47% of children ages 6-17 have a TV in their own bedroom.
- ❑ The average American watches over 4 hours of television per day.
- ❑ The average American sees 2 million TV commercials by the age of 65.

Kaiser Family Foundation, 2005



Television

Few Interesting Facts:

- ❑ By the age of 18, children have watched **17,000 hours** of television, and this number continues to increase.
- ❑ The average American youth spends **900 hours in school & 1,023 hours** watching TV each year.

American Academy of Pediatrics



Television

Few Interesting Facts:

❑ The average home has the television on for **seven and half hours per day**. This means that the television is on nearly **sixty hours per week**.

❑ The average child sees **13,000 violent deaths on TV** during his or her formative years and as many as 200,000 by their eighteenth birthday.

Nielson Market Research, 2006 & The American Academy of Pediatrics, 2001



Television

Why is Media Literacy Important?



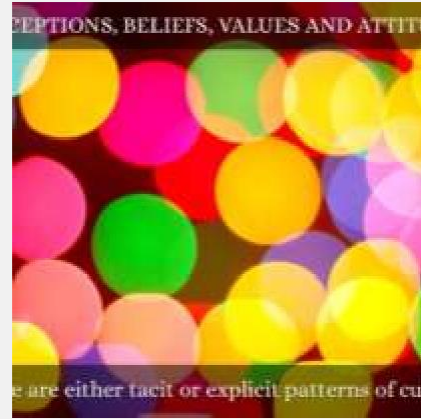
Democratic process

The influence of media in our central democratic process.



Media consumption

The high rate of media consumption and the saturation of society by media.



Perceptions, beliefs, attitudes

The media's influence on shaping perceptions, beliefs and attitudes.



Communication and information

The increasing importance of visual communication and information.



Lifelong learning

The importance of information in society and the need for lifelong learning.



What is Media Literacy?

What is „Media“?



*A way to carry a message
from one person to another.*



Music/ Radio

Television

Newspapers

Internet

Books

Cellular Phones/
Telephones

Video Games

Billboards

Posters

Movies

Sky Writing

Magazines

Media that are used to communicate to a large group of people?



Media that are used to communicate from one individual to another?



Email

Texting



Letter/ Mail

Boards/ Posters



Pagers

Fax



Web Cam/ Skype

Instant Messages
& Social
Networking



Media that are used for entertainment?



Television

Movies

Magazines

Music /CDs, iPod,
Radio/



Video Games

Books

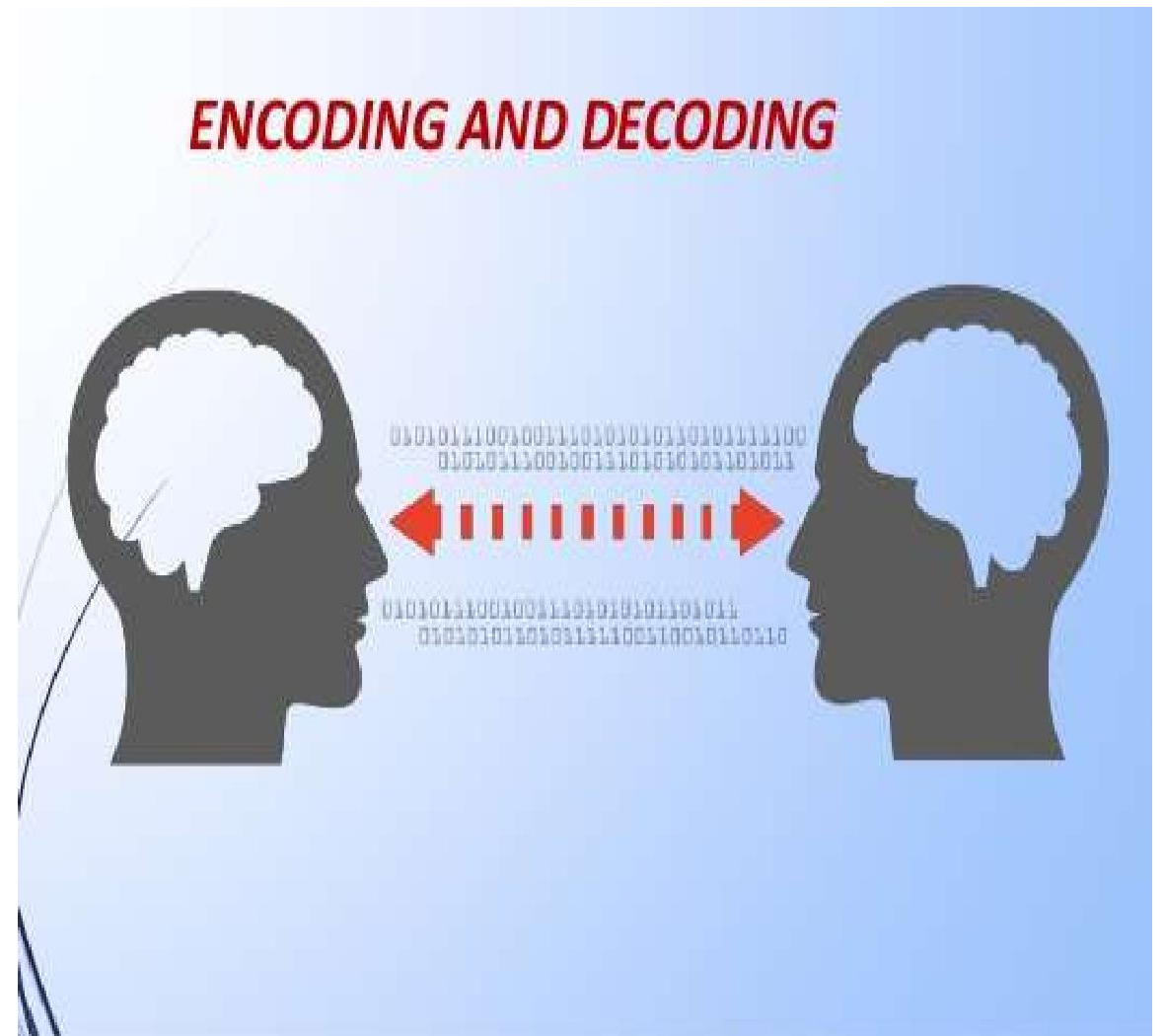
Comic Books

Internet



What is Media Literacy?

What is „Literacy“?



The ability to decode a message.

Media Literacy Definition

- Media literacy emphasizes the following elements:
 - ✓ a critical thinking skill that allows audiences to develop independent judgments about media content;
 - ✓ an understanding of the process of mass communication;
 - ✓ an awareness of the impact of media on the individual and society;
 - ✓ the development of strategies with which to discuss and analyze media messages;
 - ✓ an awareness of media content as “text” that provides insight into our contemporary culture and ourselves;
 - ✓ the cultivation of an enhanced enjoyment, understanding, and appreciation of media content;
 - ✓ the ability to produce effective and responsible media messages.

Too Long!

Media Literacy Definition:

Media literacy is the ability to access, analyze, evaluate and create media.

Media Literacy Process Skills

ACCESS

\$3B

Recognize and
Understanding

\$2B

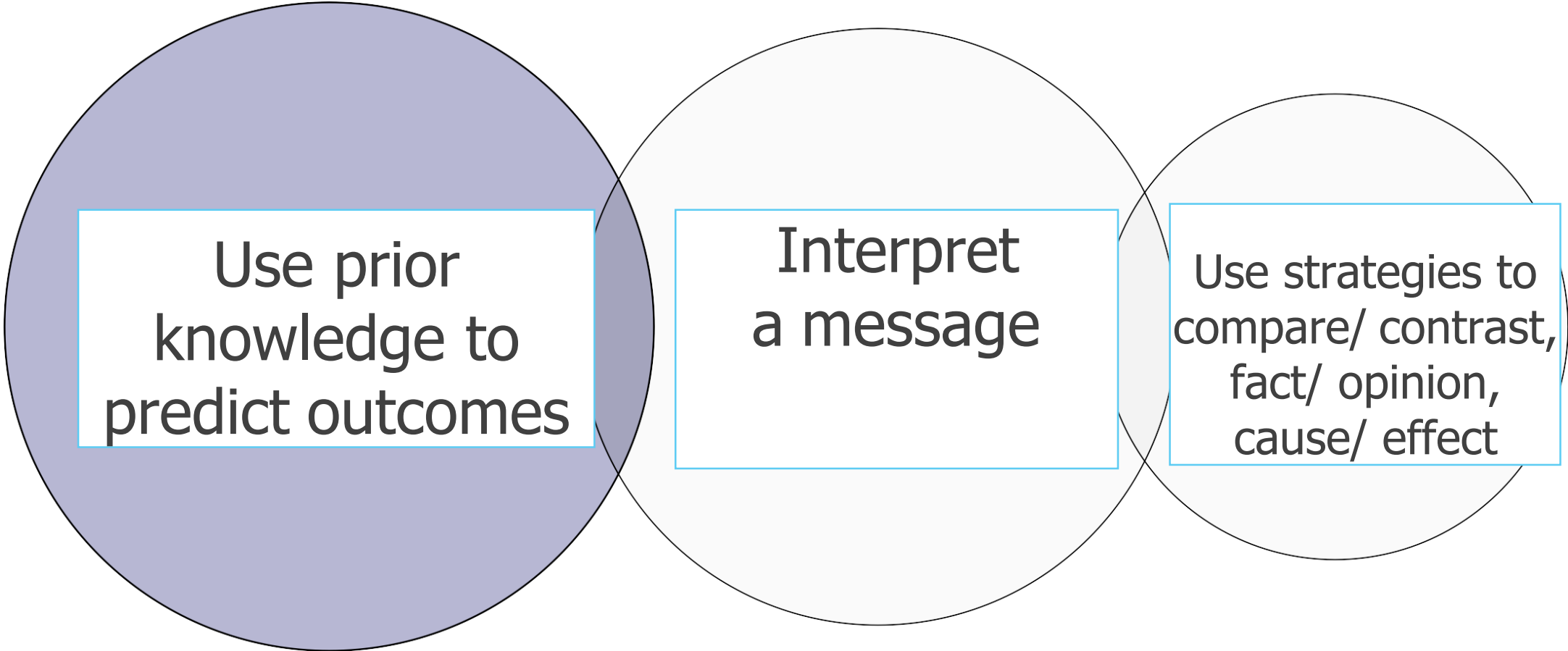
Locating media from
a variety of sources

\$1

Select different
types of info
based on the
task

Media Literacy Process Skills

ANALYZE



Use prior knowledge to predict outcomes

Interpret a message

Use strategies to compare/ contrast, fact/ opinion, cause/ effect

Media Literacy Process Skills

EVALUATE

Eval
Netw

Appreciate in interpreting messages.

Evaluate the quality of a message.

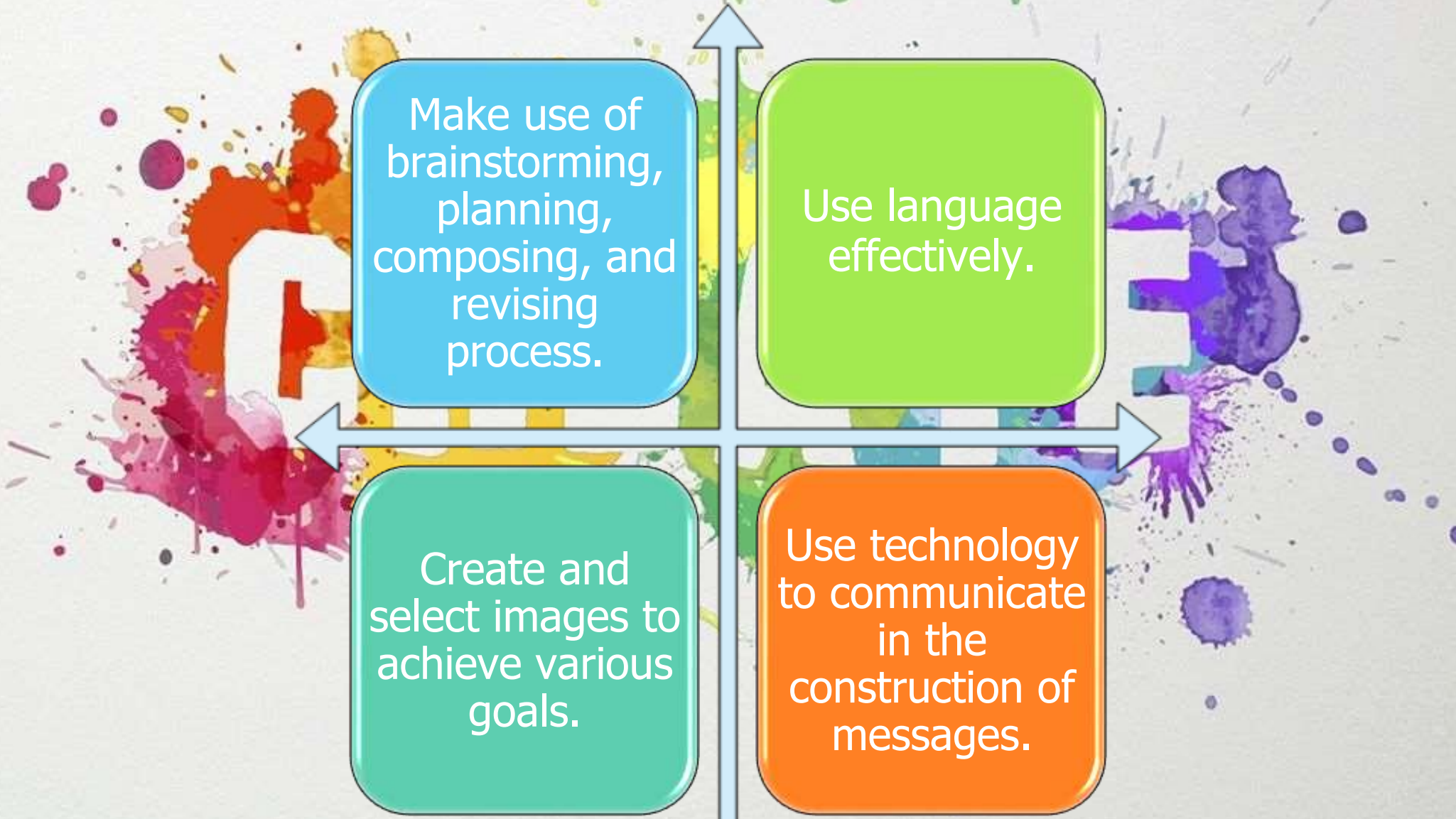
Judge the value of a message.

Respond to messages of different content.



Media Literacy Process Skills

CREATE



Make use of brainstorming, planning, composing, and revising process.

Use language effectively.

Create and select images to achieve various goals.

Use technology to communicate in the construction of messages.



- Media Literacy is an essential component in education.
- Media Literacy skills are important component for multicultural education.



Summary

Citations:



Those who know, do. Those that understand, teach.

Aristotle



I find television very educating. Every time somebody turns on the set, I go into the other room and read a book.

Groucho Marx



Books are a uniquely portable magic.

Stephen King

A woman with glasses and a striped shirt is looking at a laptop screen in a classroom setting. The background is slightly blurred, showing other people and desks.

Bibliography:

*-Kaiser Family Foundation,
2005;*

*-American Academy of
Pediatric, 2001;*

*-Nielson Market Research,
2006;*

-Silverblatt, 2001;

*-Mrs. P.Denton, What is
Media Literacy?, 2010*



