



LESSON 3

MEDIA LITERACY

DEFINING MEDIA

Media convey messages through visuals, language and sound. Examples include:

- Internet or Online
 - Websites
 - Apps
 - Social Networking
 - Games
 - Blogs
 - Podcasts
 - Forums
 - Message Boards
- Television
- Radio
- Newspapers
- Magazines
- Books
- Advertisements and other promotions
- News
- Photographs
- Music
- Movies

MEDIA USE BY YOUNG PEOPLE

A 2010 US study found that 8 - 18 year olds consumed an average 7.5 hours of media in a typical day.

The most popular media activity for both American and Australian young people is viewing television and television like content.

A 2013 Australian Communications and Media Authority study found that 97% of 14-15 year olds and 99% of 16-17 year olds now use social networking (Facebook).



ADVERTISING AND YOUNG PEOPLE

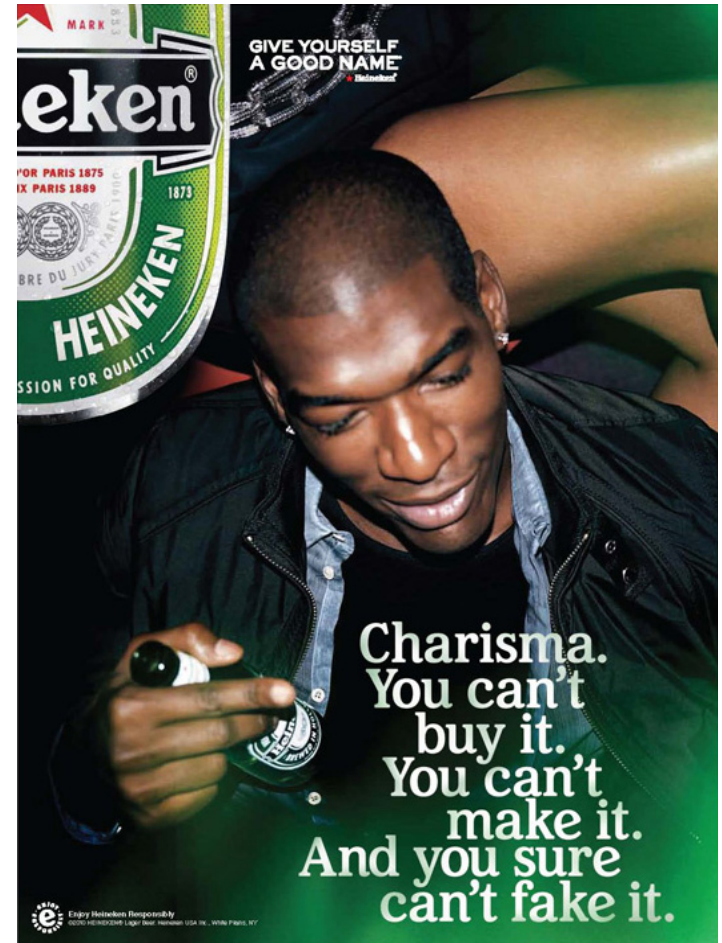
From 2005 – 2007, Australian adolescents were exposed to almost the same level of alcohol advertising as adults aged 18-24 via television media.

Exposure to alcohol advertising has increased over time, with exposure on television and traditional media continuing and exposure through digital media increasing rapidly.



MEDIA MESSAGES

- Are constructed
- Are produced for a particular purpose
- Contain embedded values and points of view
- Involve the audience as active participants
- Can influence knowledge, beliefs, attitudes, values and behaviours.



SOCIAL NORMS AND STEREOTYPES

Media messages contain embedded values and points of view. These may be reinforcing perceived social norms and/or cultural preoccupations or stereotypes.



Watch the video: *Unbeivable Pulling Power*

MEDIA LITERACY

AWARENESS

Paying attention to the presence of media messages and their role in one's life

CREATION

Making media messages for particular purposes and using multiple media formats

UNDERSTANDING

Comprehending explicit messages from media sources

ANALYSIS

Decoding media messages in order to think critically and independently about them

EVALUATION

Making informed, reasoned judgements about the value or usefulness of media messages

PARTICIPATION

Initiating and joining in collaborative activities that are engaged by media technologies

REFLECTION

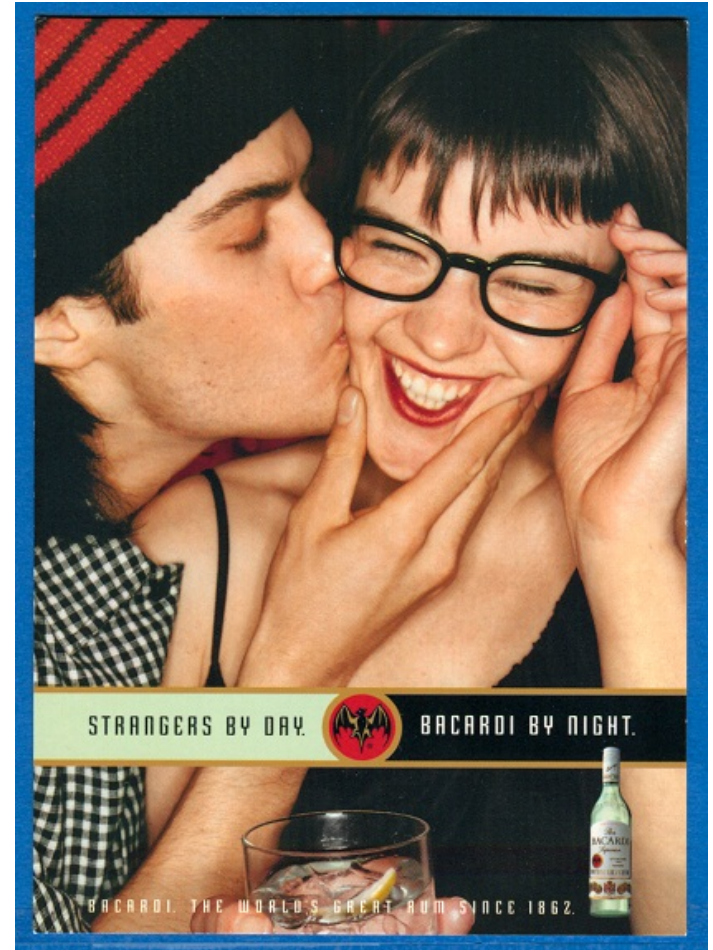
Contemplating how your own (and others') personal experiences and values influence reactions to and production of media messages

SEMIOTICS

The study of meaning making.

Think about how the following contribute to the creation of meaning.

- Linguistic (how we speak and write)
- Visual (still and moving images, use of colour, angles etc)
- Auditory (music and sound effects, volume, pitch and rhythm)
- Gestural (facial expression and body language)
- Spatial (layout and organisation, direction and position).



VIDEOS



Watch the video:
Don't stop the party



Watch the video:
Twist