

# MIDDLE/SENIOR HIGH SCHOOL MEDIA LITERACY 1

This is a one day program that takes a close look at media stereotypes and exploitation. By using video and class discussion the issue of media manipulation of our buying habits, values and very lives is explored. The materials used will be different but age appropriate for middle school or high school.

**TIME REQUIRED:** 40-45 minutes, one class period

## **OBJECTIVES:**

- Students will understand what media literacy means and why it is important
- Students will realize the ways media normalizes violence and reinforces as well as constructs stereotypical ideas about gender and relationships
- Students will understand how much the media influences us and our society

## **OUTLINE:**

1. Alphabet Logo Activity
2. Media stereotypes discussion
3. Video clips or examples of advertisements
4. Analyzing ads

## **MATERIALS:**

Video: Clips from *Generation M* or news clips dealing with relevant topic  
Magazine ads

## **FACILITIES:**

Individual classroom  
TV/VCR or DVD player  
White/chalkboard