

## ■ CRITICAL MEDIA STUDY

In this activity, students are given the opportunity to begin to look at expectations that different Nametags hold and recognize the role of the media in shaping those expectations. For further suggestions, see [www.medialit.org](http://www.medialit.org), the web site for the Center for Media Literacy. There is an excellent Media Literacy curriculum that can be downloaded.

Tell students that there is a whole industry out there (and a lucrative one at that) whose entire aim is to try to get us to do things and buy things. They study hard how & get paid big bucks to do it. Explain “renting eyeballs.”

Give students a bunch of advertisements. Use several different types of media. In teams have them answer the following:

Who created this? What is the target audience? Where do you think it was found? What are they selling? What mood was created? How? Why? How could this be changed for a different audience? How is media created on the internet? Was this effective? Why? Why not?? What messages are they giving about who you should be? Why did they choose this format? How could you change this for another format? What values does this support? Who is included in this? Who is left out? (Race, gender, ability, etc.) What assumptions are made?

It is great to have the students practice this exercise with several different types of advertisements and several different types of media.