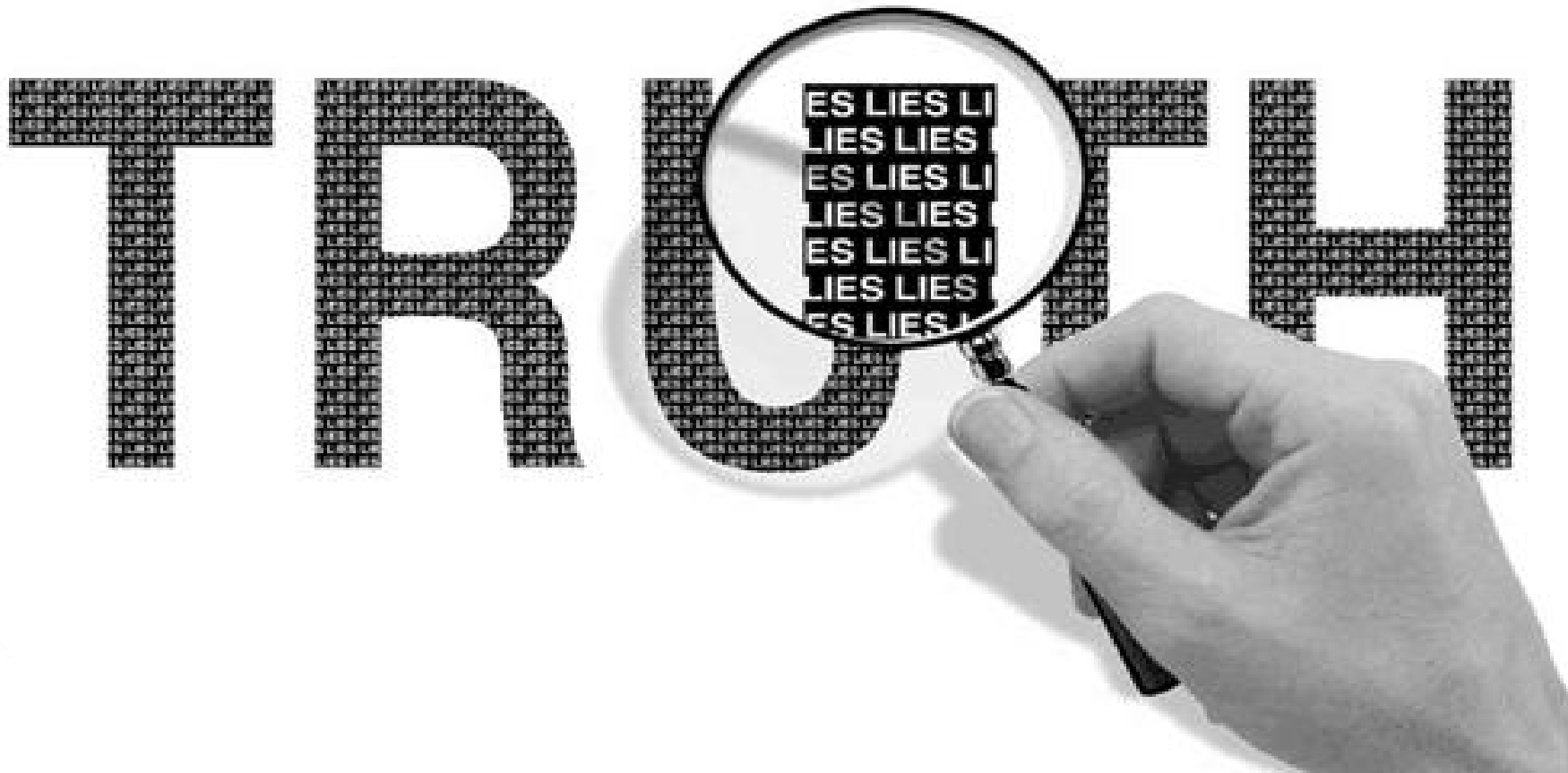




Media Literacy  
Irena Cvetkovic  
Athlone Community Radio



## Media Literacy

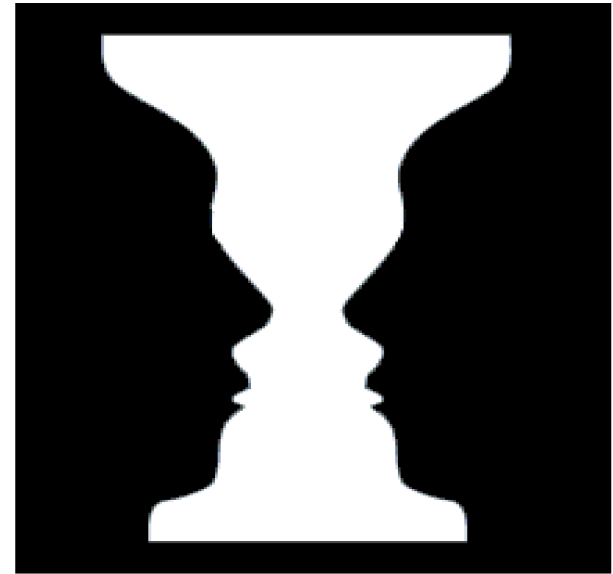




## Media Literacy

Media Literacy is very important now as people need to be conscious of what they watch and hear. In some way we are like kids, who have just been let loose in Chocolate Factory and someone says 'Eat what you like'. And what happens... You don't know or understand what you are eating, you just eat and get sick. Well, I'm on a diet. I will just take a little piece here and there as you don't know how these things will affect you in the future.

Jim Doherty, manager of ICR



- **Media: Audiences bring to the media text a unique set of life experiences (age, gender, education, cultural upbringing, worldview etc.) which, when applied to the text-- or combined *with* the text-- create unique interpretation.**



# Media Literacy is a skill of the 21st Century

Media: central cultural force;  
Inform us, entertain us, annoy us, move our emotion,  
challenge our intelligence, shape our reality;  
Media **MEDIATE**;  
Contains ideological messages;  
Business like any other;



We have to find the way and ‘tool’ to use them properly,  
to evaluate them and to create our own message;

Basic definition:

- Access to media;
- Evaluation – critical approach;
- Create you own message;



## The idea of media literacy

To enable people to fully understand and act on the content of m. messages;

Active rather than passive role;

In the time of growing commercialism and globalisation, m.l. is more to ask a right questions then to know the right answers;



## Access to media

Starting point in M.L. is 'demystifying the media';  
Community Radio offers first hand experience;  
Every station in its agenda has an access issues as a  
paramount;  
Observation of every day practice: practising what they  
preach;



# Live broadcast from schools





## Understanding media

Critical evaluation most emphasised;  
Instrument to challenge inequalities in knowledge and powers;

Sapere Aude  
'think for yourself'  
Horace 1st Century

**'To see what is in front of one's nose requires a constant struggle'**

**George Orwell**

# Understand your media habits

PPS-895610

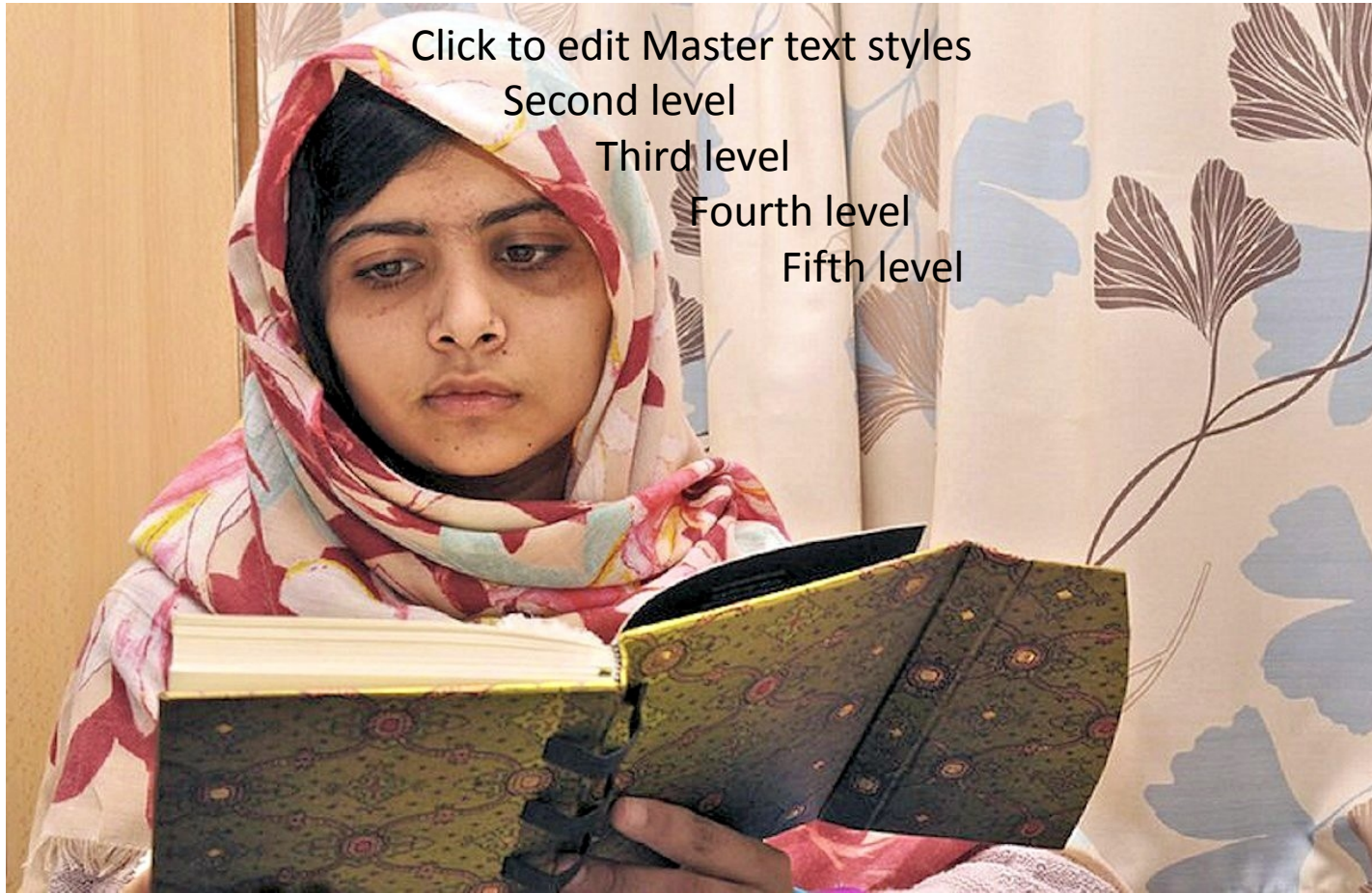
## MEDIA DIARY (TEMPLATE)

Day	Media Source	Duration	Comment
Tuesday	Internet	1 hr	Usually don't spend that long-bored
	Film	4.5 hrs	
	T.V	30 mins	
Wednesday	Radio	30 mins	Bandi Beach - why?
	Social Networks	30 mins	Driving home from Athlone
Thursday	Television	2 hours	Logged on Twitter + Facebook briefly
	D.V.D's	2 hours	Watched 'Friends' marathon
Friday	Internet	20 mins	Watched 'Sherlock' / 'Gossip Girl'
	Book	40 mins	Youtube videos
	Television	1.5 hrs	Started reading 'The Luxe'
Saturday	Film	1.5 hrs (x2)	Watched documentary 'The Summit'
	Film	3 hrs	Watched 'X-men' and 'Xmen: first Class'
	Film	1.5 hrs	Watched 'The Godfather part II'
Sunday	Film	2 1/2 hours	Watched 'Mr. and Mrs. Smith'
	Online Documentary	1 1/2 hours	'Zero Dark Thirty'
Monday	Television	1 hr	A documentary on the assassination of Bin Laden.
Reflection			
After reflecting on my media diary, it is apparent to me that I spend a lot of time with media - especially D.V.D./films PTO			



Who is  
this?

# And this?



Click to edit Master text styles

Second level

Third level

Fourth level

Fifth level

# Transformation – in 2006



# Now...



# At the other side of the world...



Click to edit Master text styles

Second level

Third level

Fourth level

Fifth level



# And then one day after school...



Click to edit Master text styles  
Second level  
Third level  
Fourth level  
Fifth level

# World apart

Miley Cyrus

Father famous musicians

Disney star, living in Hollywood Hills;

Has servants, drive new Maserati and Range Rover; Eats sushi;

Infamous for 'liberal' performance at MTV Aw:

# Malala Yousafzai

Father –poor village in Pakistan- passionate about education – own school (800 students);

Shot in the head by Taliban who are against women's education, after school day;

In Pakistan doctors removed part of her skull so the brain could swell and placed in her stomach to preserve it;

The youngest person to be nominate for Nobel peace prize; (15 y)

I'm from one of the wealthiest part  
of America. I know what I am...'



“I dreamt of  
a country  
where  
education  
would  
prevail”

MALALA  
YOUSAFZAI

ملالہ یوسفزی

(1998 - Many, many more!)

to edit Master text styles  
second level  
third level  
Fourth level  
Fifth level



# Create

**We know how media operates by now, but can we fight back?  
To 'create': shift from consumers to producers of media messages;  
Creation part of ML is essential in definitions of regulators and theorists/ EU,  
UNESCO, Broadcasting Act in Ireland 2009;**

# Children creates their own programme



Click to edit Master text styles  
Second level  
Third level  
Fourth level  
Fifth level

# Primary schools are welcomed too





# Is Terry a turn-on?

COMIC IS SOAP'S RATINGS HOPE

pg 14



## SQUEAKY SEX

Dear Deidre

MY girlfriend's body makes such a racket when we have sex - it sounds like a trolley hitting the brakes outside the bedroom window.

We're both 23 and when we first started having sex, there was a squeaking sound. At first I thought it was the bed. But when we changed the bed, the noise was still there and I realised it's coming from my girlfriend's vagina. She's so shy and I don't want to upset her but the noise is really off-putting.

DEIDRE SAYS: Air is getting trapped when you enter her and makes a sound, a bit like releasing air from a balloon. It's not unusual. See whether using some extra lubrication helps and experiment with different positions. An advice line today explains lots of variations to try.



## HARDCORE LIVE CHAT

Credit & Laser Card Service

0818 444 429



Simply irresistible

inky sex  
an dies

STRIPPER

are probing  
a man...  
with wrapped in  
the after a kinky  
he went wrong.

More than 80% of all web magazines is now recycled. Keep reading, keep recycling - and thank you.



Third level  
Fourth level  
Fifth level

Second level

Click to edit Master text styles

MIDDLE-aged...  
has been exposed...  
if to female...  
popular tourist...  
The silver-haired...  
has been...  
women in...  
National Park...  
an awful of his...  
stage...  
One local...  
place in the...  
Wood's area of...  
which is a favo...  
ting area for...  
day "He just...  
prop up and...  
self full frontal...  
Local gardal...  
wild rangers...  
an eye out for the...

SEXY NEWS  
A VIETNAMESE  
who went to...  
over stomach...  
told it was...  
eyebrow...  
actually a woman.



## **But first you need a plan...**

**What I want to say?**

**Is it an interesting subject?**

**How other media present this issue?**

**Is it a personal concern or problem of your community?**

**Who do I need to reach and what are the most effective tools of production and distribution?**

# Or write on simple white sheet...



# Not from media!

I get all my ideas from.....



© Popperfoto/Getty Images



## Photoshop...what is real today?



# Meeting to support Milosevic

Click to edit Master text styles

Second level

Third level

Fourth level

Fifth level





# Selling WHAT?

Click to edit Master text styles

Second level

Third level

Fourth level

Fifth level

UNITED COLORS  
OF BENETTON.



# Media Literacy in Ireland

ML recognised in the Broadcasting Act 2009;

Certified training (challenged); CRAOL role;

ML training in the stations as introduction course to volunteers;

ML is one of the themes for Sound and Vision projects (funded by the national broadcasting agency BAI)

ACR organised ML training in secondary schools; and more activities...



# Debate, live OB



# Interesting PHD research

'Are the parents ready for introduction of ML in schools?'

part of the PHD by Ivana Markov Cikić, mentor Dr Tijana Vulić; University Nis in Serbia, called

***Role of the TV programmes in youth education***

1.688 students in 24 schools; 594 parents and 224 teachers;

44.59% of the parents disagree;

# Video substitute teacher

<https://www.youtube.com/watch?v=Dd7FixvoKBw>

