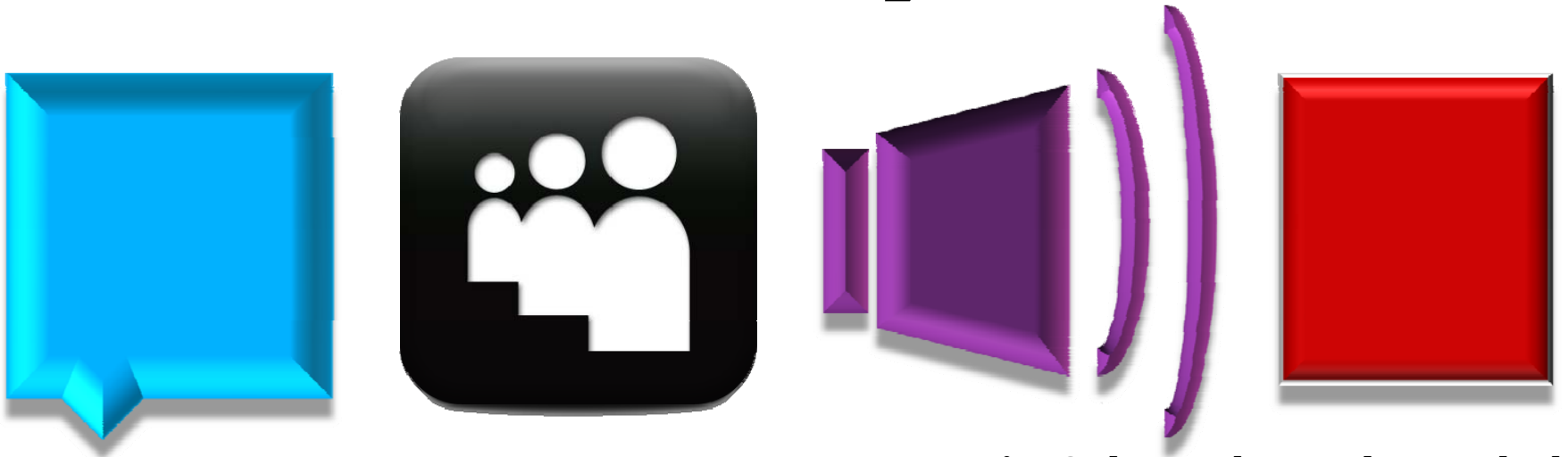




Media Violence Resource for Secondary Students



Presenters: Katie Cole and Heather Jakobi



AGENDA

1. Examining media “diets”
2. Learning *media literacy* skills for critical “consumption”
3. How to help youth “digest” and make healthy media choices.



Living and Learning with New Media: *The Digital Youth Project*

MacArthur Foundation 2008

■ Mainstream Practices:

- “Hang out” to develop sense of identity
- “Always-on Communication”
- “Flirting and Dating”
- “Friend” vs. “Friendship”
- Media and Mediation between Generations
- “Messing Around” creation process
- “Geeking Out”

Generation M:

Media in the Lives of 8-18 Year olds

1. The dominant medium for young people today is ...

- a) Television
- b) Video Games
- c) Internet
- d) Music

And 63% report having the TV on during meals

Generation M:

Media in the Lives of 8-18 Year olds



2. True or False? New media displaces the use of old media.

FALSE

Media Violence

American Academy of Pediatrics



3. Children with a television in their bedroom...

- a) Increase their television-viewing by approximately 1 hour per day
- b) Their risk of obesity increases 31%
- c) Their risk of smoking doubles
- d) Read less and have fewer hobbies
- e) **All of the above**

Media Violence

American Academy of Pediatrics



4. What percentage of children in grade 4-12 report playing M-rated video games?

- a) 25%
- b) **70%**
- c) 60%
- d) 45%

And 78% of boys report owning M-rated games

Media Use & Sleep

Kaiser Family Foundation



5. True or False? The amount of TV youth watch at age 14 was significantly associated with trouble falling asleep?

True

The associated problems can carry on until age 22, even if sleep habits are fixed.

Impact of Music on Youth

American Academy of Pediatrics



6. What percentage of youth are listening to music on a daily basis?

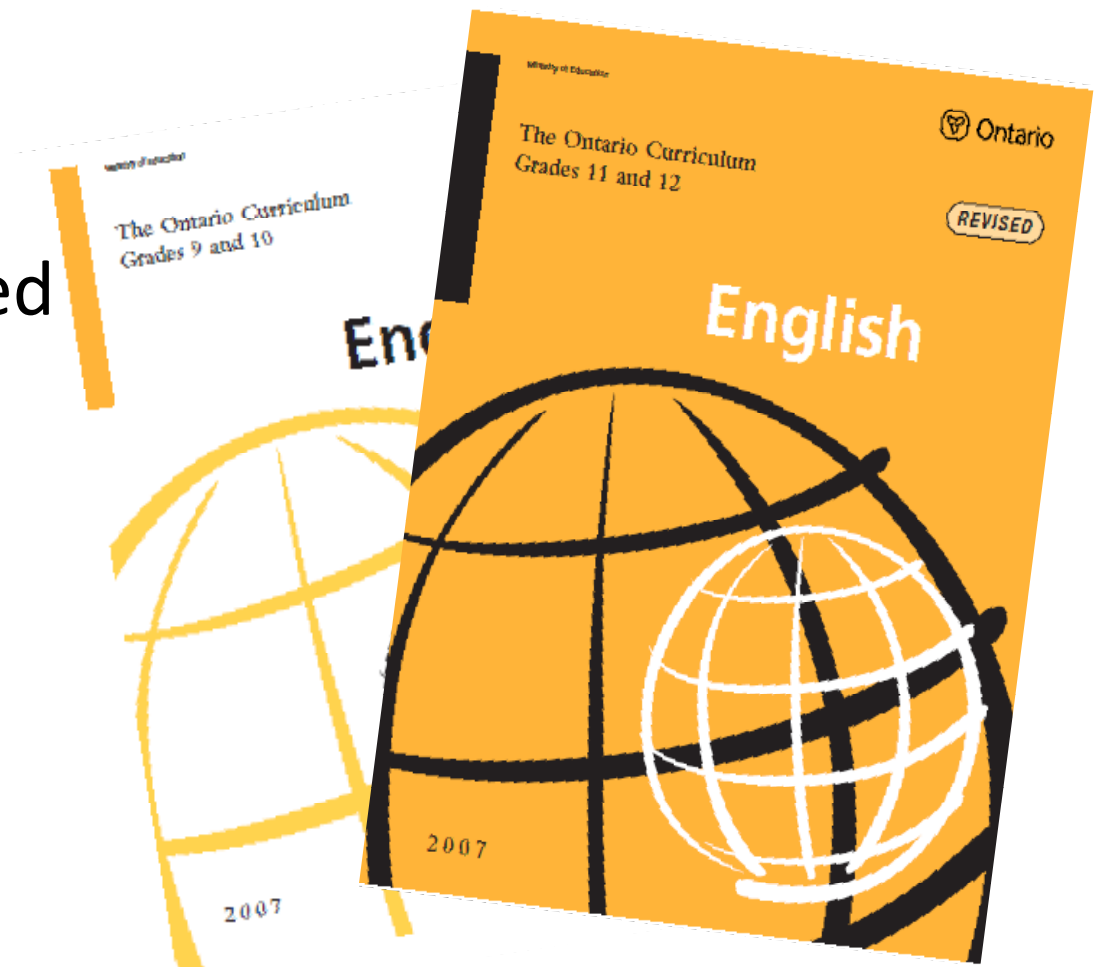
- a. 85%
- b. **98%**
- c. 26%
- d. 60%

An additional 75% watch music videos on a daily basis.

Awareness Test

Curriculum Resources

- For the English Classroom
- Meets Media Studies Strand and other Strand Expectations
- Lessons are for applied and college level (can be adapted)
- Summative tasks but lessons can be used independently
- Review content for suitability



What can you expect?

- Differentiated Instruction
- Summaries
- Graphic Organizers
- Choice Boards
- A Variety of Assessment Opportunities
- Cross Curricular Connections
- Extension Activities
- Timely Articles
- Multi-Media Resources & Links



<http://www.crvawc.ca/>

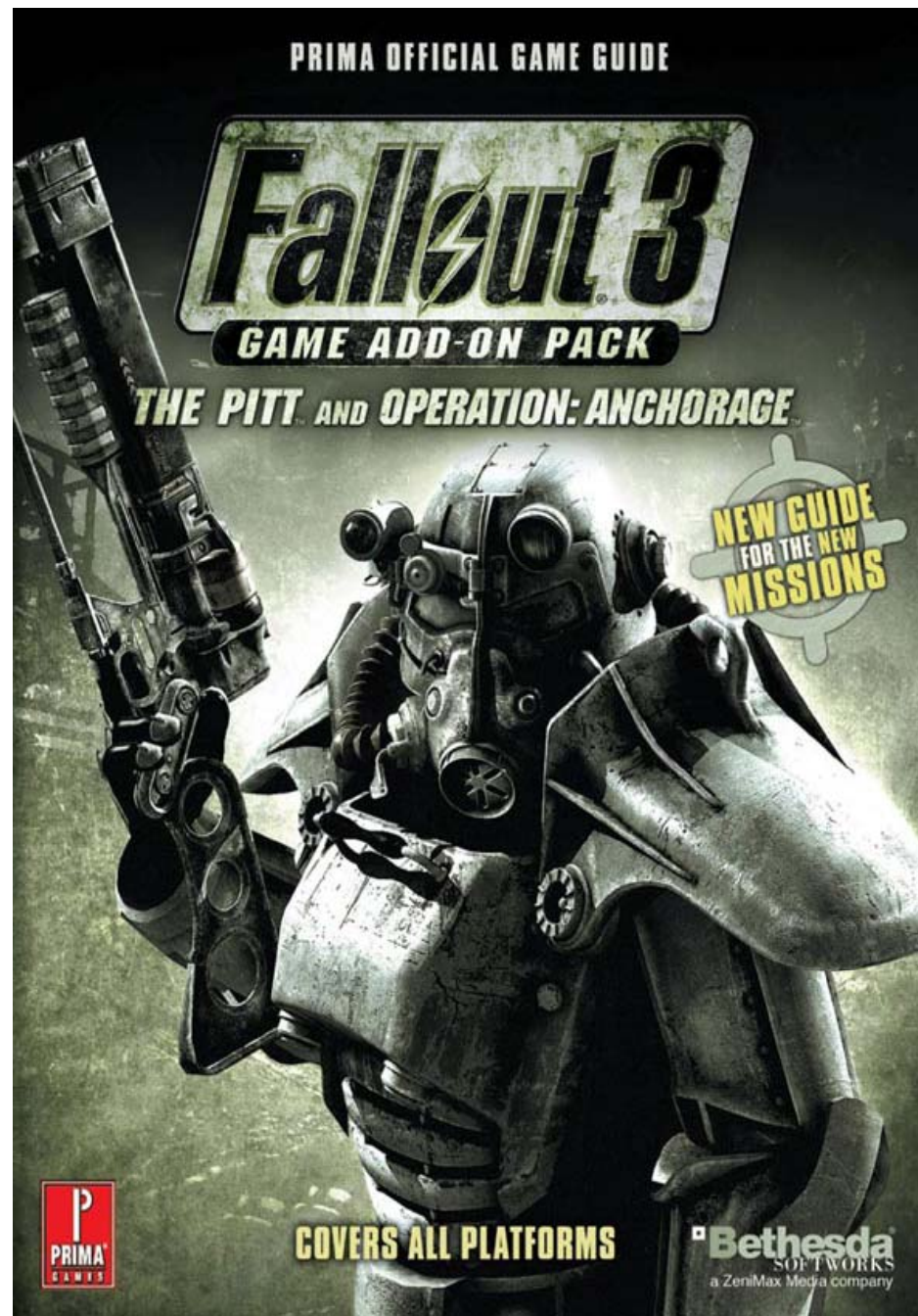
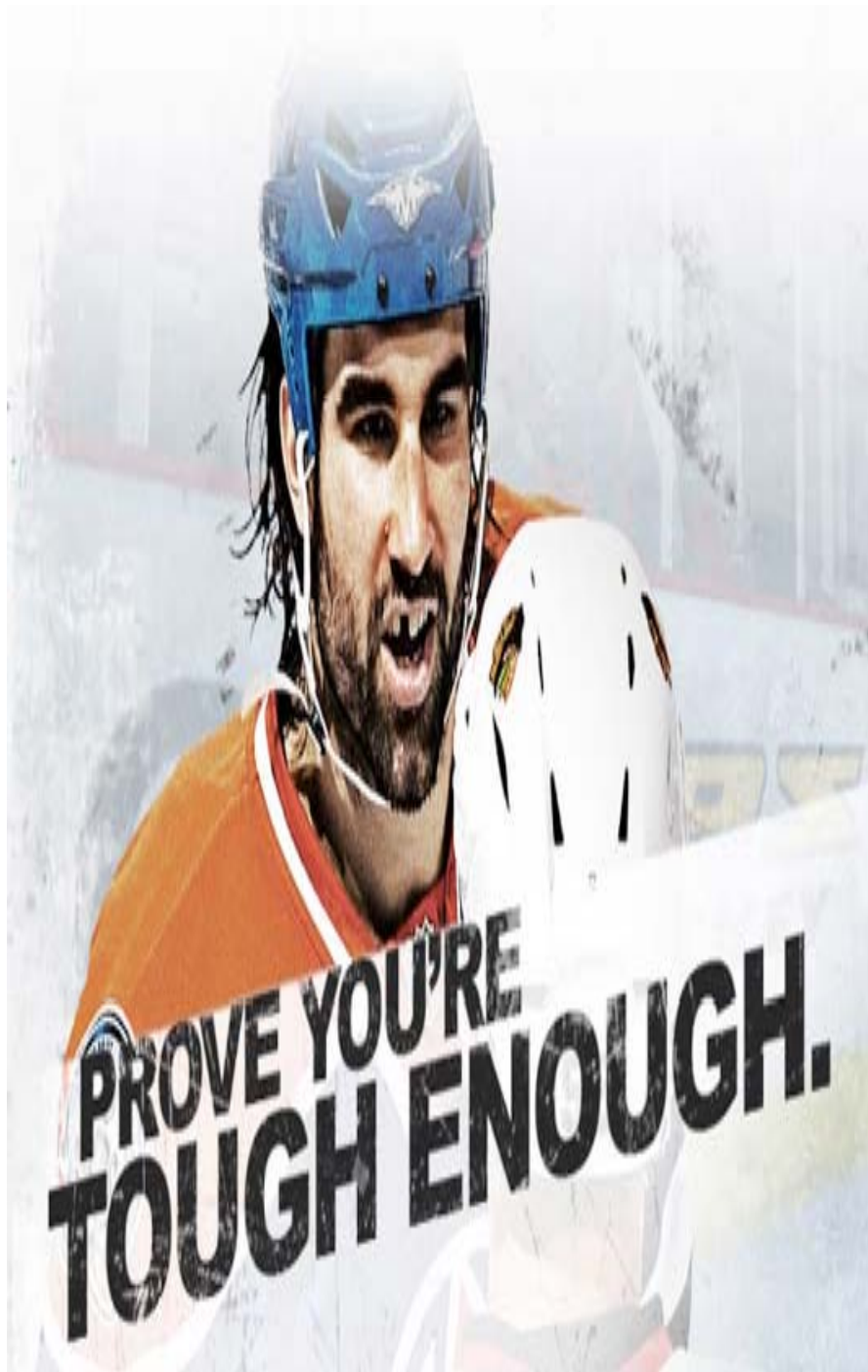


Critical Media Literacy
Resources for JK-Gr.12
Addressing Violence
in the Media

Be an Active Audience: Questioning the Text



- Explicit and Implicit Messages
- Using Story to Sell
- Mixing Messages
- Guerrilla Marketing
- Getting to Know You – Tracking the Audience
- Selling a Cause
- Questioning the Text





“Sometimes it takes
more than medication”
- Pfizer




Graffiti



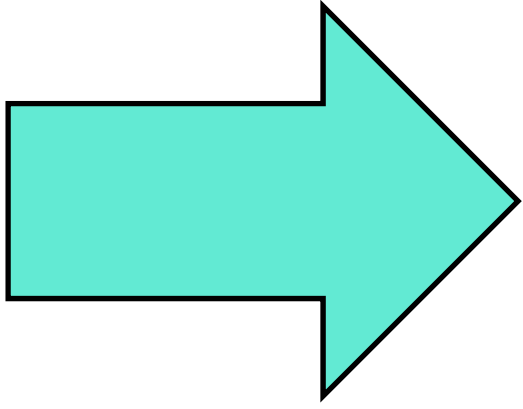
Spike Jonze – Lamp Sympathy





Swagger Wagon
The Sienna Family
feat. The Sienna SE
Dir: Jody Hill
Black Iris Music

reverse
product
undercover
weburbanist
promo
tissue-pack
hype
presence
freebies
placement
astrourfing
advertising
viral
marketing
ambush
buzz
guerrilla



KimKardashian

✓ Following

<http://twitpic.com/ulofd> - Heading 2 the gym! Got my @Reebok EasyTones on! LOVE THESE! Go get 'em at @Dickssportcmo

My name is Roshima



Join more than 490,000 Canadians who are already making a difference in the lives of children in more than 45 countries around the world.

SPONSOR THIS CHILD

web **AWARE**

PBS KIDS GO! **Don't Buy It**
GET MEDIA SMART!



Protecting Habitats | How Does This Work? | How You're Helping | Show your support

A true conservationist is a man who knows that the world is not given by his fathers but **borrowed from his children.**
—John James Audubon



 Friend us on Facebook

LIVESTRONG.COM
DARE TO CHANGE YOUR LIFE

Culminating Assignment



Teasers and Trailers

- Coming Attractions
- Trailer Composition
- 'Jolts Per Minute'
- Ratings and Red Band
- Horror Teasers
- Book Trailers
- Digital Book Talks



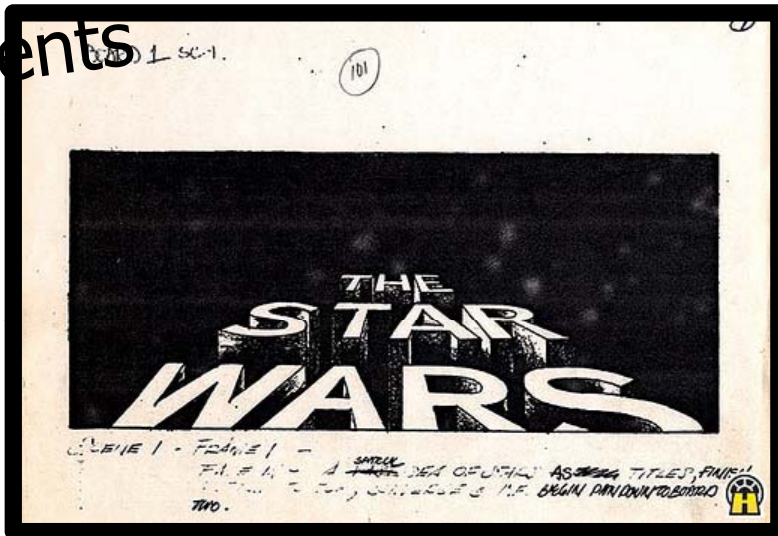
One-line spoilers: Spollywood.com

Avatar – Humans lose and Jake ends up as his Avatar.

Titanic – Ship sinks, Leonardo DiCaprio dies and Kate's heart goes on'.

You Call the Shots
Camera Angles
Movements

MTV Movie Night Online
Correspondent



Tweet your Review



Film Genre Conventions

TRANSFORMINATORS

Teaser vs. Trailer

RE-CUTS - *THE SHINING*: A ROMANTIC COMEDY



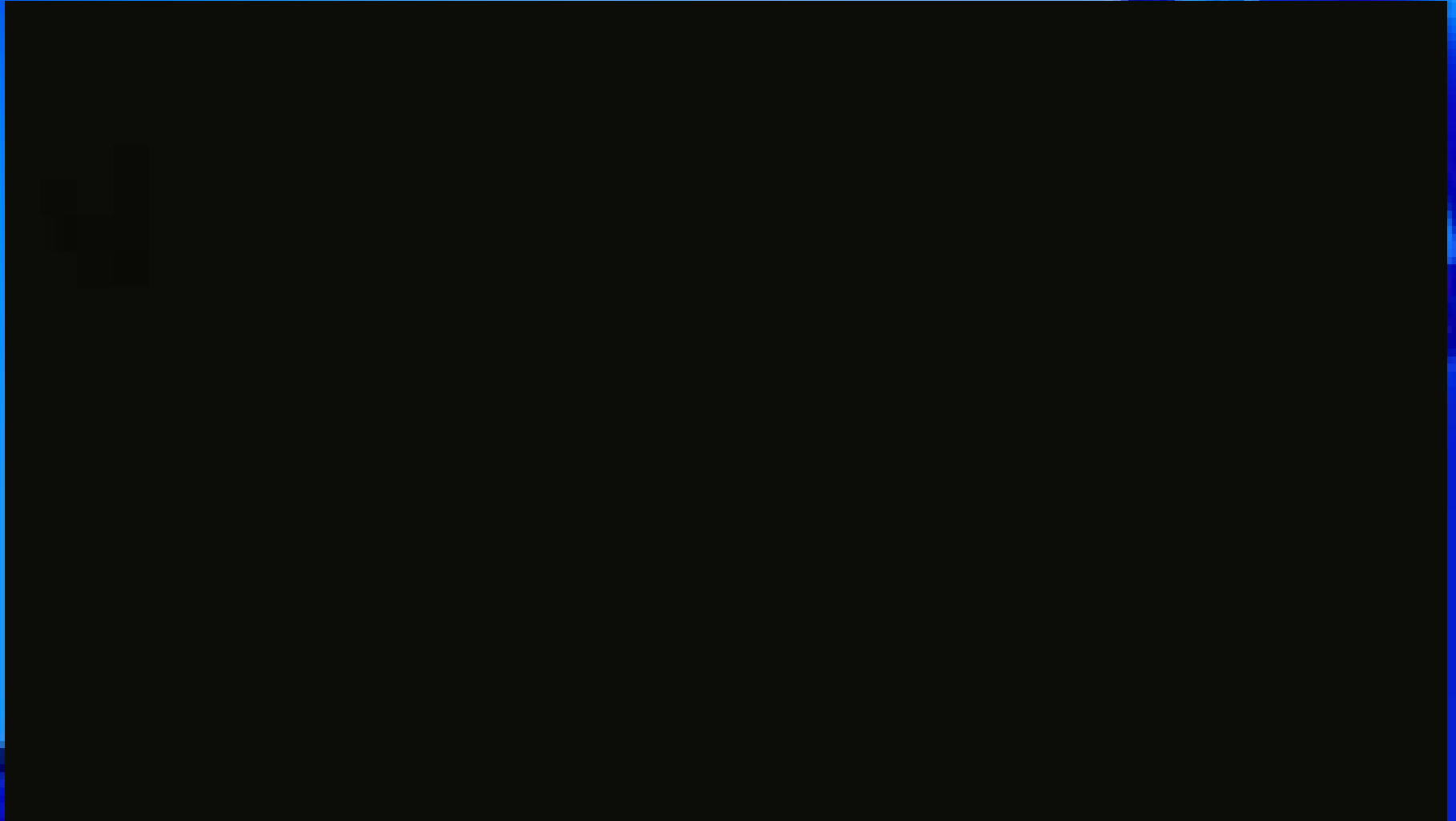
MISLEADING AND FALSE ADVERTISING

Robert Rodriguez, “often films scenes just for the trailer to give the audience a taste without ruining the actual movie –it gives the movie a good twist.”

Does that sound like a good idea or is it false advertising?



MR. MOVIE VOICE – PARODY



*“Hollywood has a powerful voice, and it will holler, Look at this!
See this! Think about this.”*

THE FOLLOWING **PREVIEW** HAS BEEN APPROVED FOR
ALL AUDIENCES
 BY THE MOTION PICTURE ASSOCIATION OF AMERICA













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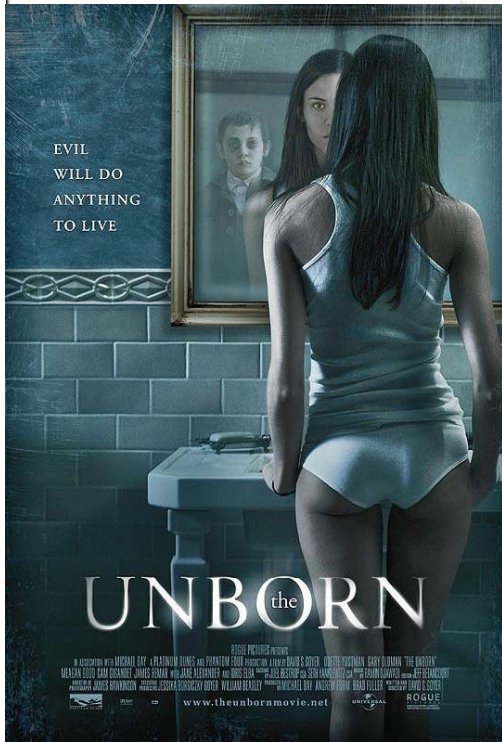
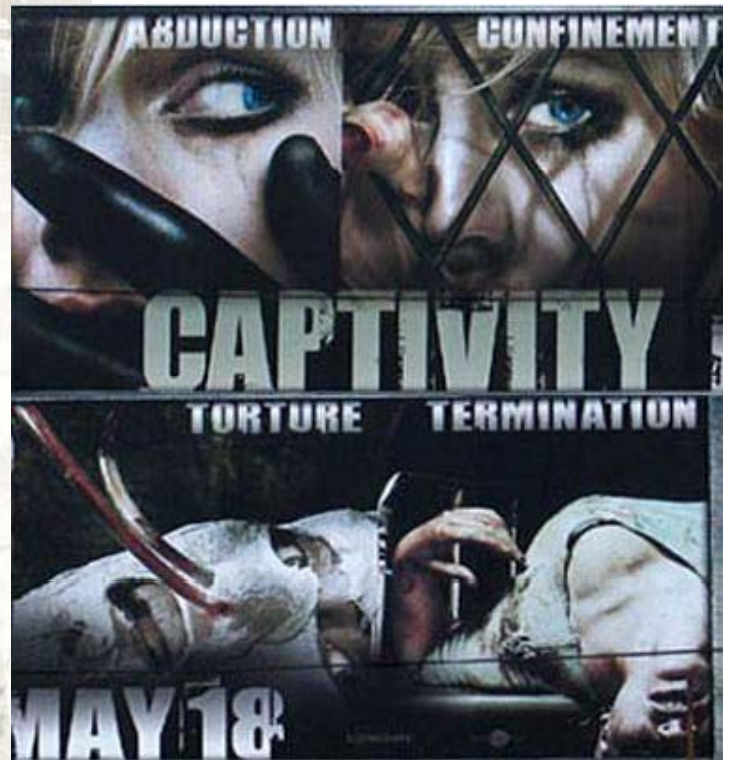
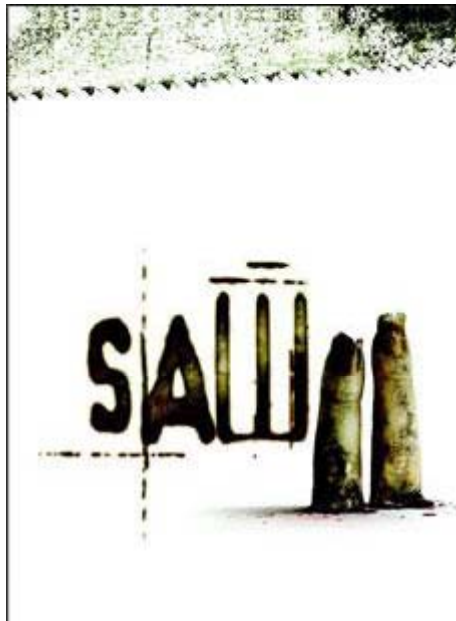
www.filmratings.com www.mpa.org

THE FOLLOWING **PREVIEW** HAS BEEN APPROVED FOR
RESTRICTED AUDIENCES ONLY
 BY THE MOTION PICTURE ASSOCIATION OF AMERICA, INC.

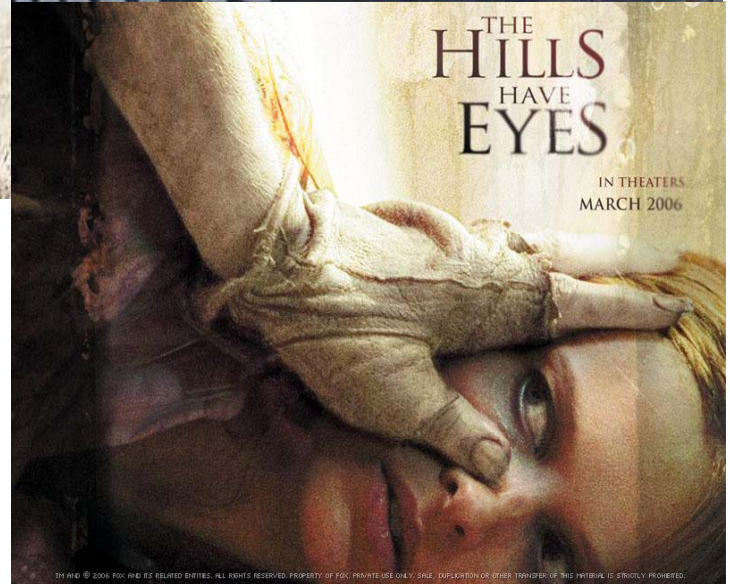
R RESTRICTED
UNDER 17 REQUIRES ACCOMPANYING PARENT OR ADULT GUARDIAN
STRONG LANGUAGE AND SOME GRAPHIC IMAGES

www.filmratings.com www.mpa.org

Canadian Home Video Rating System		Motion Picture Association of America Rating System	
	General viewing. Suitable for all audiences.	 GENERAL AUDIENCES <small>ALL AGES ADMITTED</small>	Appropriate for all ages. This is a film containing nothing which would be offensive to parents. There are no strong words or sex scenes; there is no nudity or drug content and violence is at a minimum.
	Parental guidance advised. Theme or content may not be suitable for all children.	 PARENTAL GUIDANCE SUGGESTED <small>SOME MATERIAL MAY NOT BE SUITABLE FOR CHILDREN</small>	Parental guidance suggested. Contains some material not suitable for children. There may be some profanity and some violence. There is no drug use or explicit sex.
	Suitable for people 14 years of age and older. Those under 14 should view with an adult. No rental or purchase by those under 14. Parents cautioned. May contain violence, coarse language and/or sexually suggestive scenes.	 PARENTS STRONGLY CAUTIONED <small>SOME MATERIAL MAY BE INAPPROPRIATE FOR CHILDREN UNDER 13</small>	Parents are strongly cautioned that some material is unsuitable for children under 13. Drug use would require this rating, as would the single use of a sexually-derived expletive.
	Suitable for people 18 years of age and older. Persons under 18 should view with an adult. No rental or purchase by those under 18. Parents strongly cautioned. Will likely contain explicit violence, frequent coarse language, sexual activity and/or horror.	 RESTRICTED <small>UNDER 17 REQUIRES ACCOMPANYING PARENT OR ADULT GUARDIAN</small>	Anyone under the age of 17 will require an accompanying adult or adult guardian. May include hard language, drug use, tough violence, nudity within sexual scenes and the use of more than one expletive.
	Restricted to 18 years of age and over. No rental or purchase by those under 18. Content not suitable for minors. Video contains frequent use of sexual activity, brutal graphic violence, intense horror and/or other disturbing content.	 NO ONE 17 AND UNDER ADMITTED	No-one under 17 is admitted (age limit will vary in certain areas).
	Contains material not subject to classification, e.g. documentaries, nature, travel, music, culture, sports and leisure, educational and instructional information.		
	Admittance restricted to people 18 years of age or older. Sole purpose of the film is the portrayal of sexually explicit activity and/or explicit violence.		



Saw V: Viral Marketing Campaign



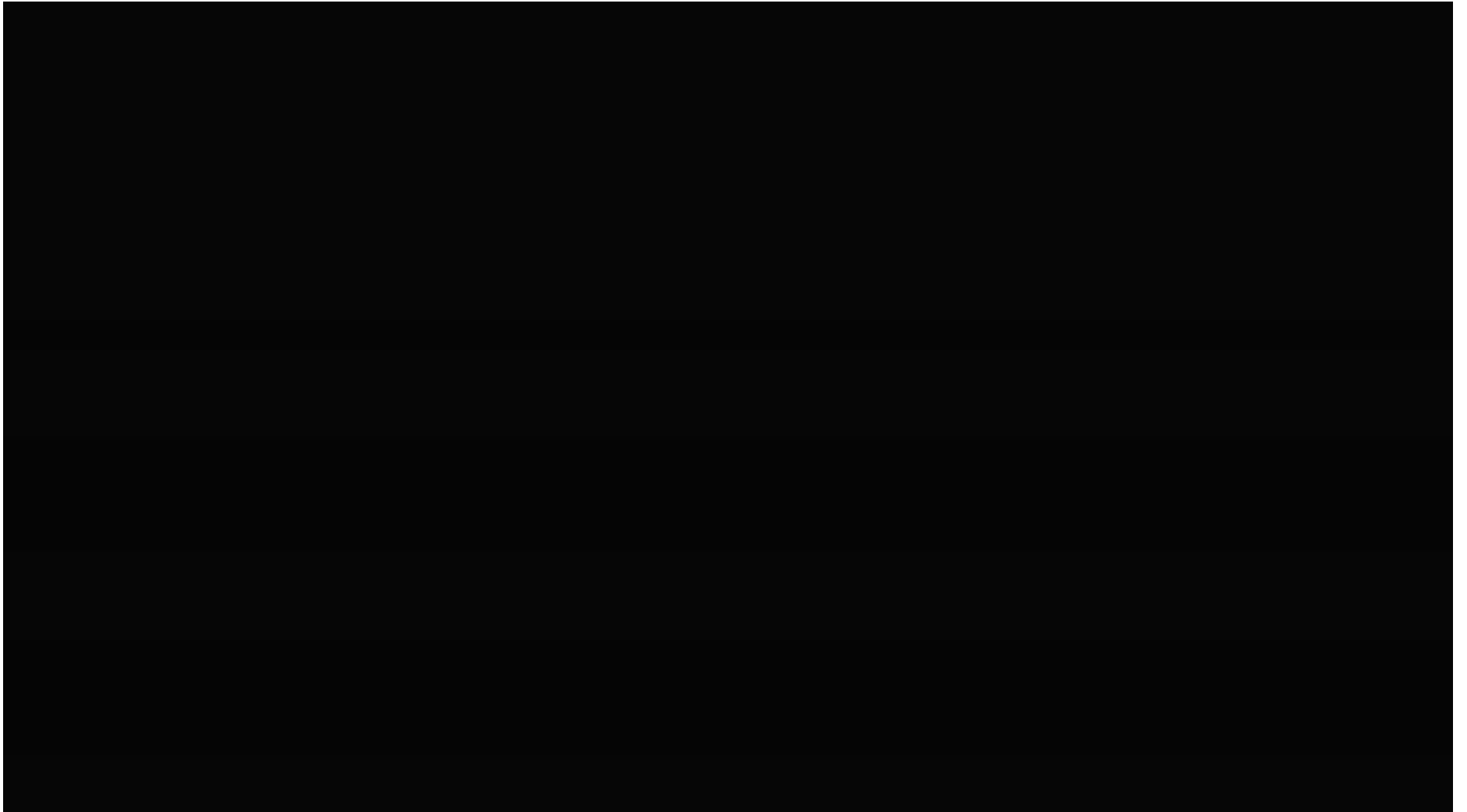
www.youtube.com/watch?v=aBeGGsDSA-s&feature=related

HUNGER GAMES



By Suzanne Collins

Ellen Hopkins: Perfect



Popular Culture Icons and Celebrities



- Celebrity Status
- Block Rockin' Beats
- Role Models
- Video Game Hero
- Canada's Next Top Beauty Campaign
- The Silver Lining
- Looking Back

actor party gossip
tabloid paparazzi
reality.tv well-known
celebrated singer scandal
affair hollywood famous



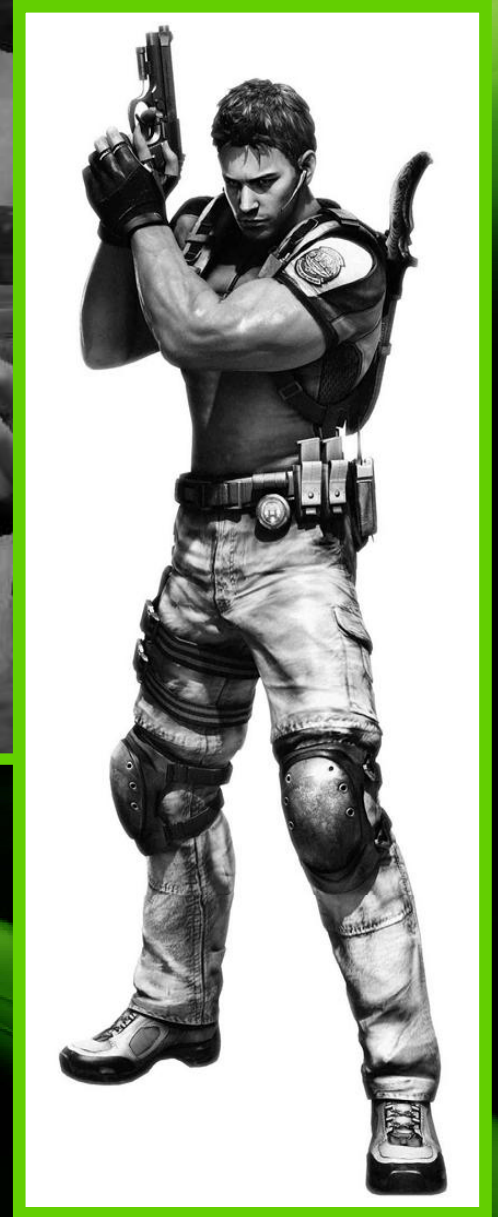
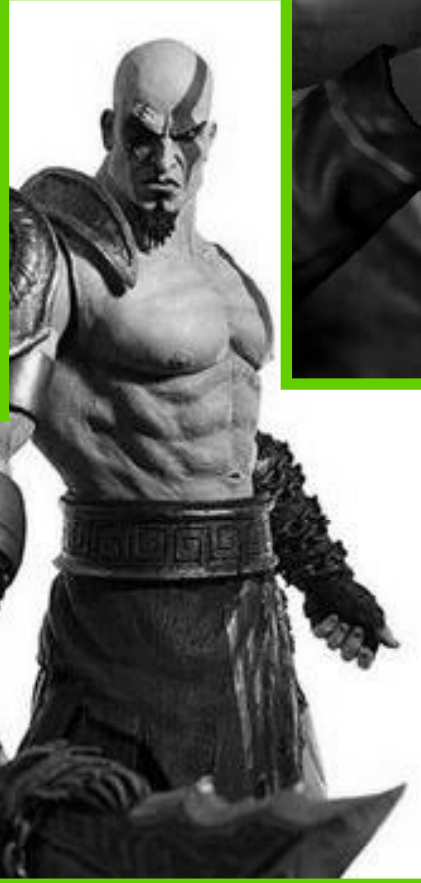


**CANADIAN BROADCAST
STANDARDS COUNCIL (CBSC):
COMPLAINTS PROCESS**



Do musicians have a social responsibility?





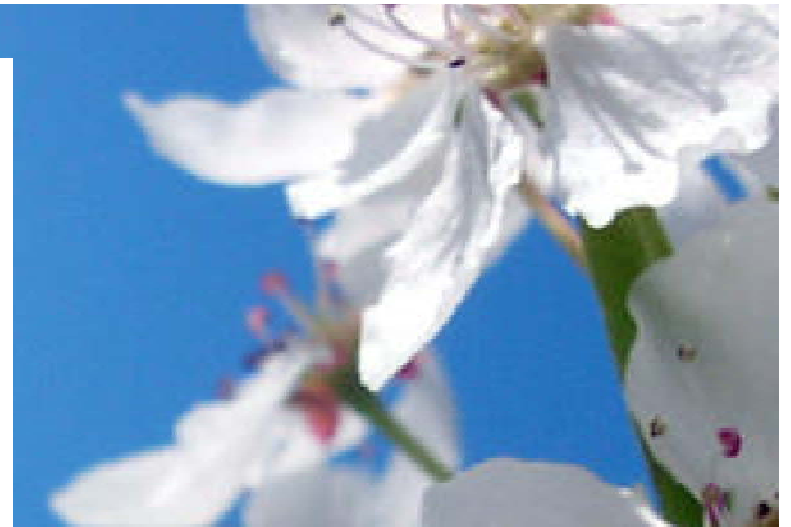


What do you think?

Click a choice to see your vote count — instantly.

- wrinkled?
- wonderful?

>>>>



campaignforrealbeauty.ph  | Dove



campaignforrealbeauty.ph  | Dove



- flat?
- flattering?

Can you be sexy without being busty?

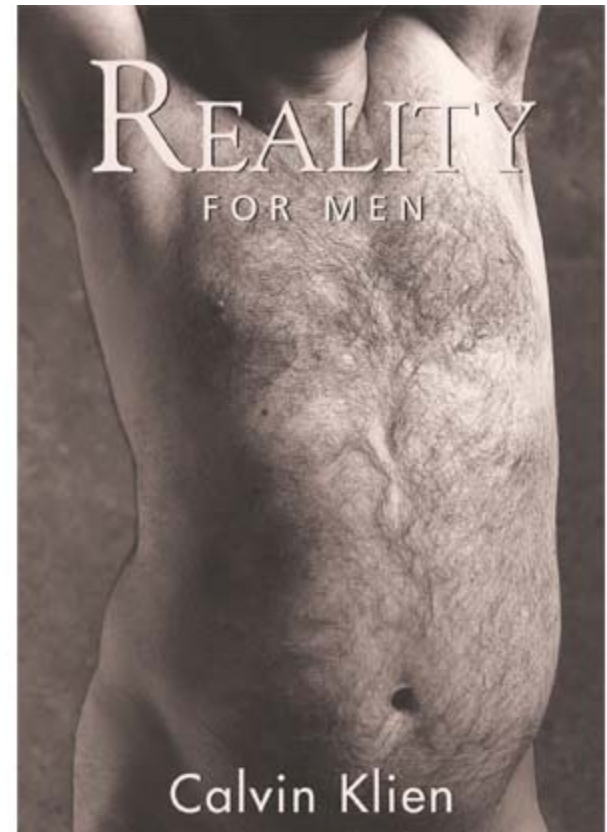
Join the beauty debate.

- extra-large?
- extra-sexy?

Can more curves actually make you more attractive?

Join the beauty debate.

ADBUSTERS



Now Available for Teachers and Students

4REAL School



Tyler Project – “It Gets Better”



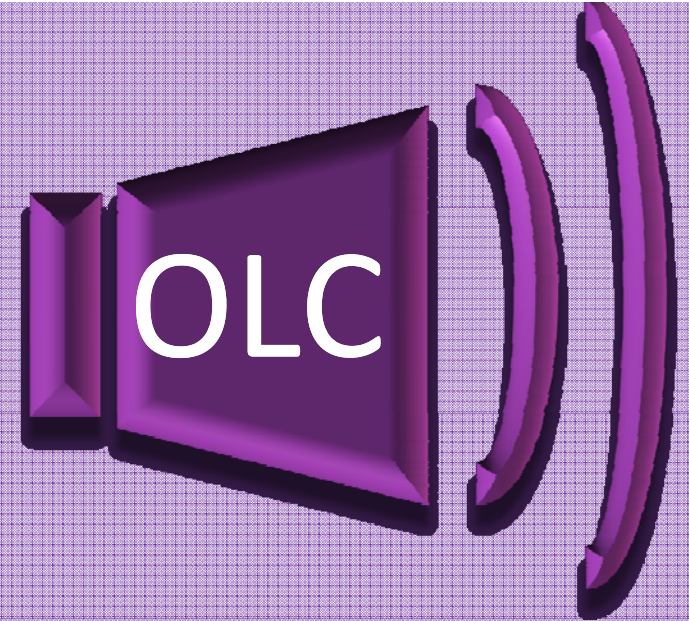
Phoebe Prince



Constance McMillen

Cell Phone Savvy

- Sexting
- Textual Harassment
- DWT (Driving While Texting)





SEXTING

All The Kids Are Doing



Sexting
Canadian law forbids the production, distribution, and possession of child pornography. Prohibition covers the visual representations of sexual activity by persons (real or imaginary) under the age of 18 years

dangerous social networks IM digital
offensive posted flirtatious cyberspace dating email
easily controlled online sex + texting webcams present
electronically explicit sent pressure suggestive
messages **SEXTING** sexual content
received pornographic mobile phones distressing
nude legal crime sexy pictures video
joke hooking up illegal relationships
semi-nude private not spam
not from a stranger forwarded

A THIN LINE

lol / omg

<http://www.athinline.org/quizzes/landing>

OVER THE LINE?
THE LINE



**DIGITAL DISRESPECT:
HARMLESS OR HURTFUL?**

SIX-WORD MEMOIRS

BY TEENS FAMOUS + OBSCURE

EDITED BY SMITH MAGAZINE

CREATORS OF THE *NEW YORK TIMES* BESTSELLER

NOT QUITE WHAT I WAS PLANNING

“What is Digital Disrespect?”

Googled what he called me. Ouch – Emily L.

If not through whispers, in texts. – Hannah S.

He said I wasn't worth it. – Diana

I thought you said you'd call. – Jennifer G.

I told him everything. Big mistake. – Lindsay B.

“When it comes to over-texting, what puts it over the edge - the number of texts or what the texts are saying, or both?”



MYTHBUSTERS



Techno-Journalism:

Thinking Critically About the Impact of Technology on the News Media



- Introduction to Digital Citizenship and the News Media
- Ethics and Journalistic Integrity
- The Medium Changes the Message
- Feedback Frenzy
- Evaluating Speaking Strategies
- Research Jigsaw
- Academic Controversy

**alternative
media**

bias

blog

**citizen
journalist**

columnist

**digital
citizenship**

journalist

**journalistic
integrity**

**mainstream
media**

podcast press

social media

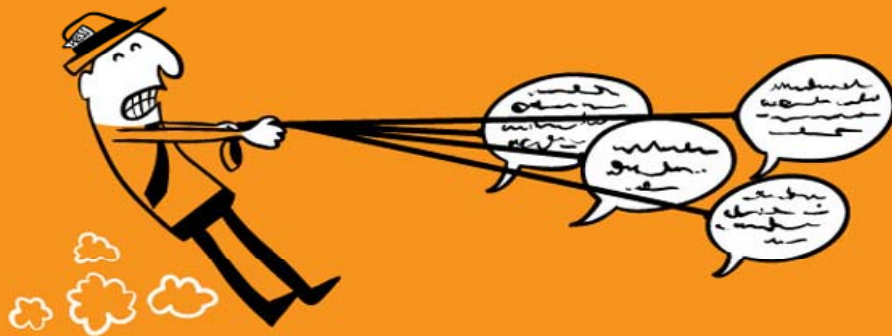
spin

“Be it resolved that the positive impact of digital technology on the news media outweighs the negative impact.”



- plagiarism
- doctoring images
- freedom of expression
- citizen journalism in developing nations
- the decline of print journalism.
- News bloggers

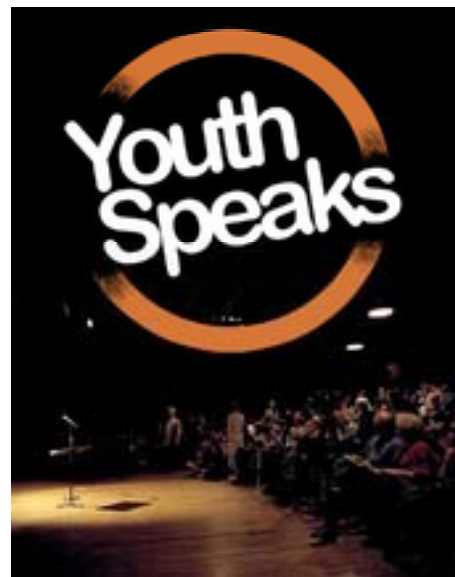
News Sites reigning in Nasty User Comments







- Opinion Collage
- Rant Like Rick
- Blog it out



Podcasting

Teachable Media Moments



Is Katy too hot for
Sesame Street?



It's okay,
life is a tough crowd
32, and
still growin' up now
Who you are is not
what you did
You're still
an innocent



Yeah, I always find somethin' wrong
You been puttin' up with my s#!t way too long
I'm so gifted at findin' what I don't like the most
So I think it's time for us to have a toast
Let's have a toast for the d@*%ebags,
Let's have a toast for the a\$\$h@!&s,
Let's have a toast for the scumbags.



"Love the way you lie" – Rihanna feat. Eminem



Rihanna dropped the music video for her new single, “We Found Love,” the Calvin Harris-produced dance track off of her upcoming, sixth studio album, “Talk That Talk.” The video tells the story of young, reckless, drug-induced love through a series of visually stunning events.

A young woman with dark hair is shown in profile, looking towards a row of school lockers. The lockers are dark and have several signs and papers attached to them. One prominent sign says 'DIKES'. The overall tone is somber and focused on social issues.

RISE AGAINST

MAKE IT STOP!

SEPTEMBER'S CHILDREN



Stay
Out Loud

Stay
TV

What's Your
Relationship Reality?

Get
Informed



Bookmark this page

Stay
TV



|| PAUSE



VOLUME

CREATE YOUR OWN AD



My Paper
Boyfriend
a game about relationships



16 and
Pregnant



new season premieres october 26th on



**IF
YOU
REALLY
KNEW
me**

**SEE HOW THE STUDENTS AT
ANTHONY WAYNE HIGH SCHOOL
DEAL WITH DIGITAL DRAMA.**

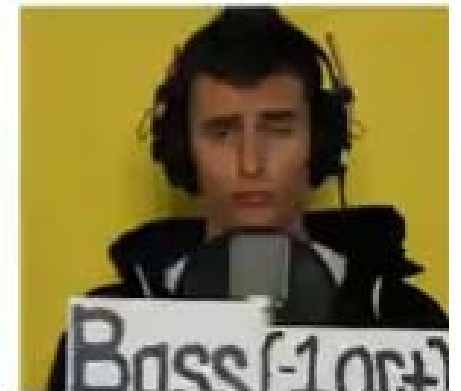
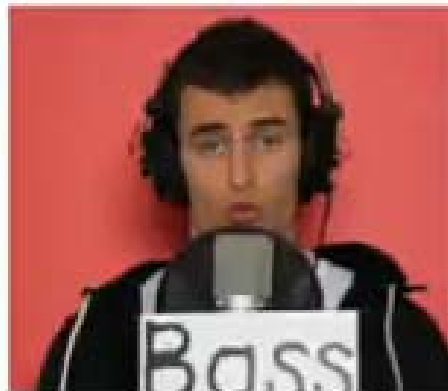
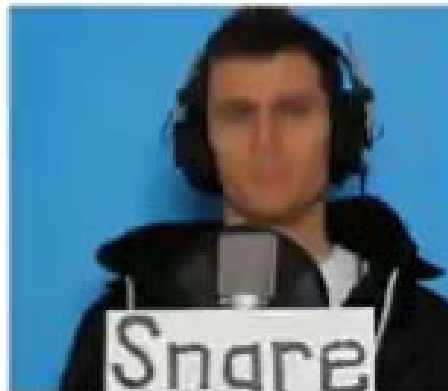
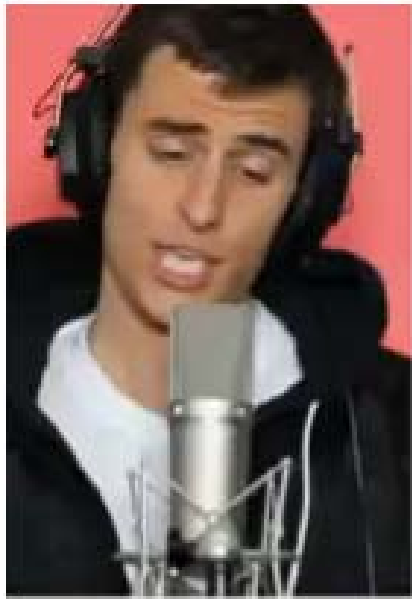
WATCH NOW >>



Tonight, the drama goes digital when MTV premieres their original movie *(Dis)connected*, a film that follows a group of kids whose lives are connected by their interactions online. The film was inspired by a true story, and is connected with MTV's "A Thin Line" campaign, which is trying to put a stop to digital abuse.

http://www.mtv.ca/tvshows/sneak-peek/video_content.jhtml?id=1671493

Mike Tompkins – YouTube Success



You are not signed in:
[Sign in](#) or [Register](#)



SHOUT OUT!

SHOUT OUT!
FAQ's



BLOG

[How to?](#)

This Week:

Can't be Tammed?

June 23rd, 2010

Watch Miley Cyrus's video below:

Miley Cyrus - Can't Be Tamed



Woah! Tons of **meanings and messages** to be found in the video. What do **YOU** think the song is about? Do you think the message is to be independent and confident in yourself? Does it just mean she doesn't care what anyone thinks, she'll

MEDIA REVIEWS

[How to?](#)

Movies: What is up with Twilight? by slapp

January 22nd, 2010 rated: ★★★★★

[Read Review](#)

Music: bed rock song cool by smartcake1999

December 31st, 2009 rated: ★★★★★

[Read Review](#)

Books: Maximum Ride series. NO SPOILERS ALLOWED!!! by skoolio35

December 28th, 2009 rated: ★★★★★

[Read Review](#)

Games: Monopoly, the best game in the world by yazyaz1

December 16th, 2009 rated: ★★★★★

[Read Review](#)

Movies: This is it by li0n

December 13th, 2009 rated: ★★★★★

[Read Review](#)

What is being sold?

You know you're not the first.

**But do you
really
care?**

You know you're not the first.

**But do you
really
care?**



How might your wife,
sister, mother,
girlfriend feel about
this ad?

**DALE WURFEL
USED VEHICLES**
Strathroy

4.99%
Used Vehicle
Financing*

You know you're not the first.

But do you
really
care?

**DALE WURFEL
USED VEHICLES**
Strathroy

4.99%
Used Vehicle
Financing*

dale WURFEL
Used Vehicle Financing

You know you're not the first.

But do you really care?

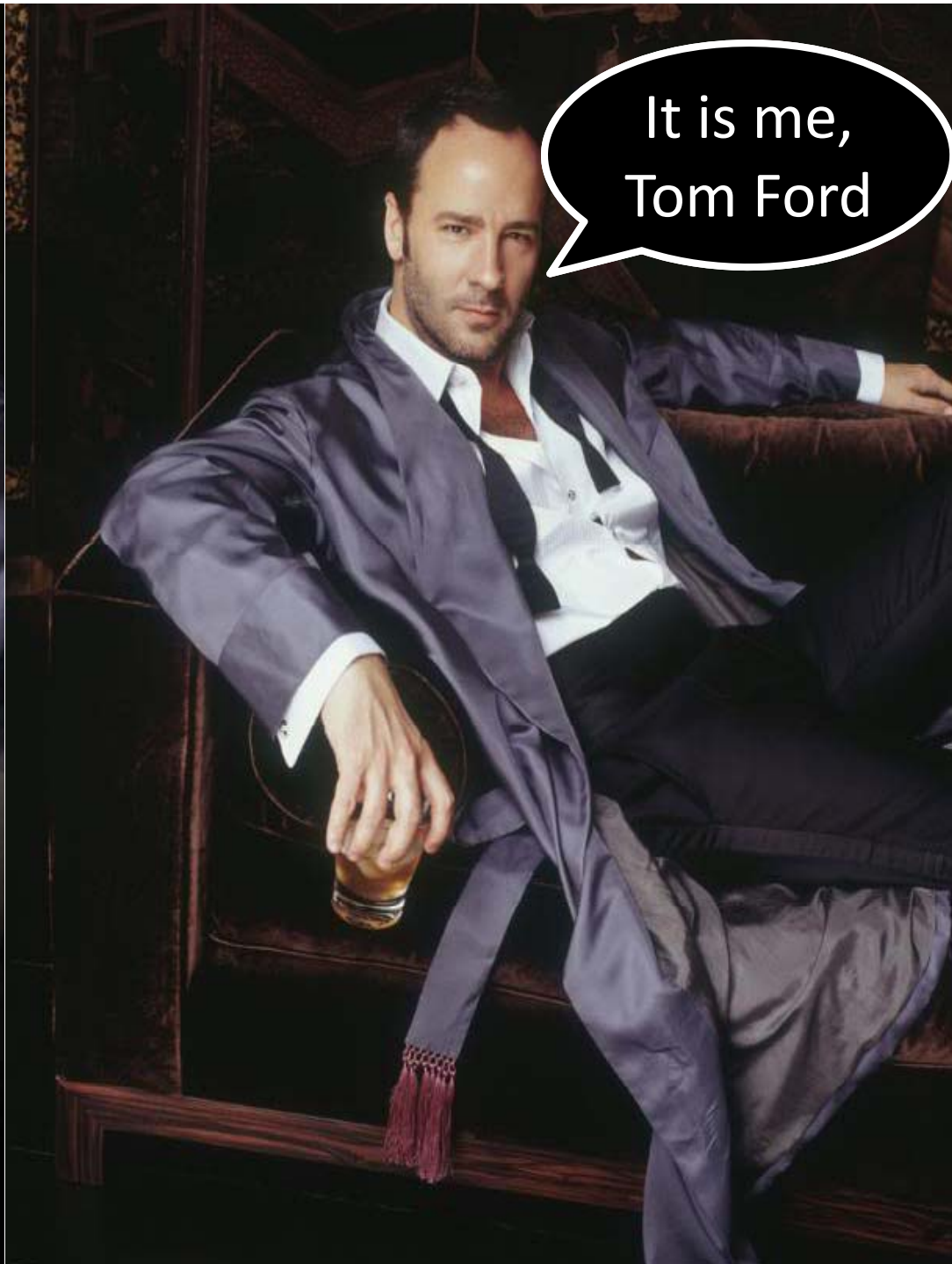
**DALE WURFEL
USED VEHICLES**
Strathroy

4.99%
Used Vehicle Financing*

daleWURFEL
CHRYSLER FORD HOLDINGS - JEEP

28478 Centre Rd. STRATHROY
519-245-2550

dalewurfel.com





You know you're not the first.

But do you really care?

BMW Premium
Selection
Used Cars

www.bmw.gr



Sheer
Driving Pleasure

And, how
old is this
model?



Normalcy




Extraordinary



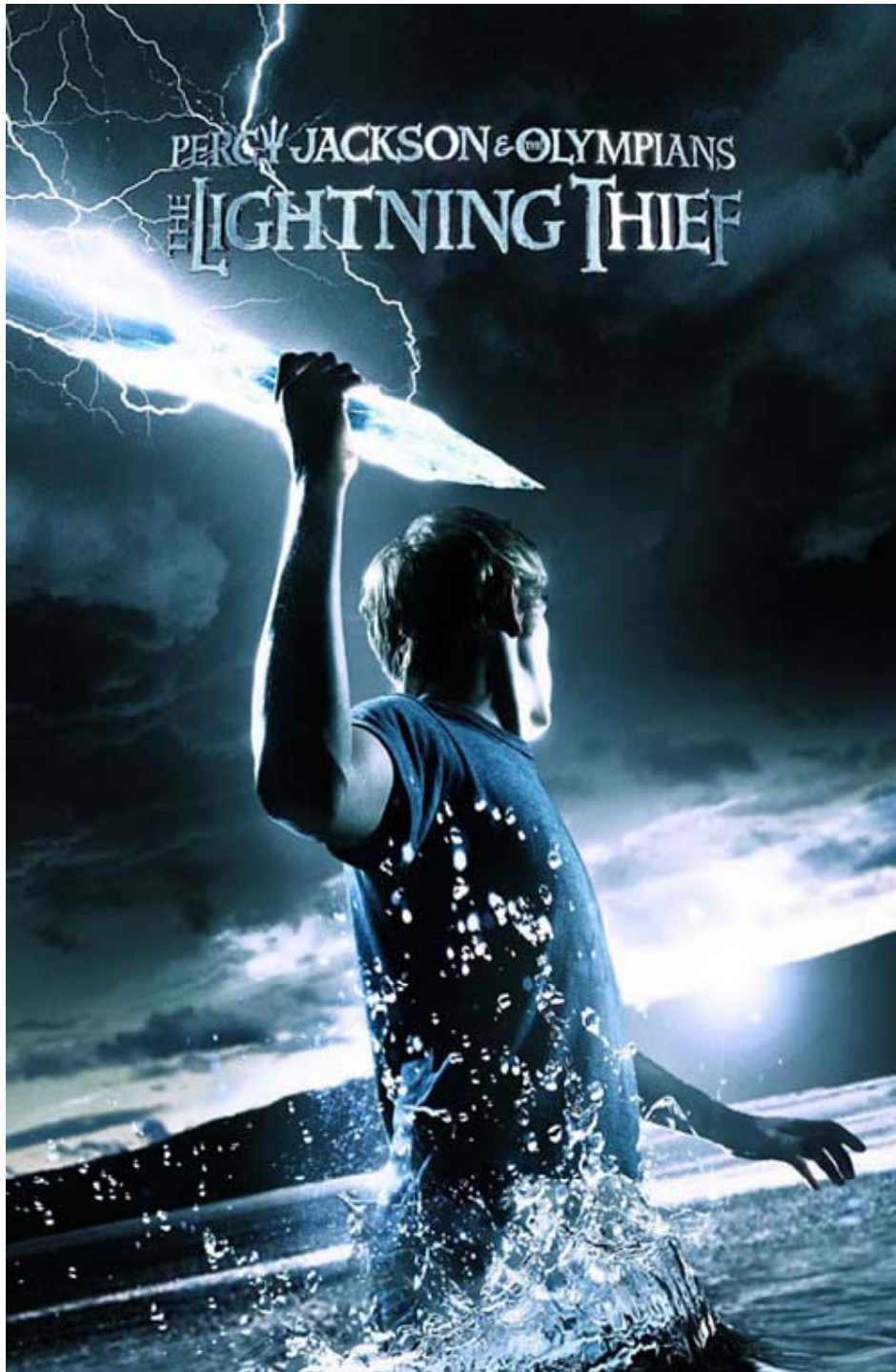


IN CASE YOU MISSED IT



**Abercrombie
Offers Situation
Money *Not* to
Wear Its Clothes**

Aug 21, 2011 8:24 AM CDT



★ "An electric debut!" — *Publishers Weekly*, Starred

THE CITY OF

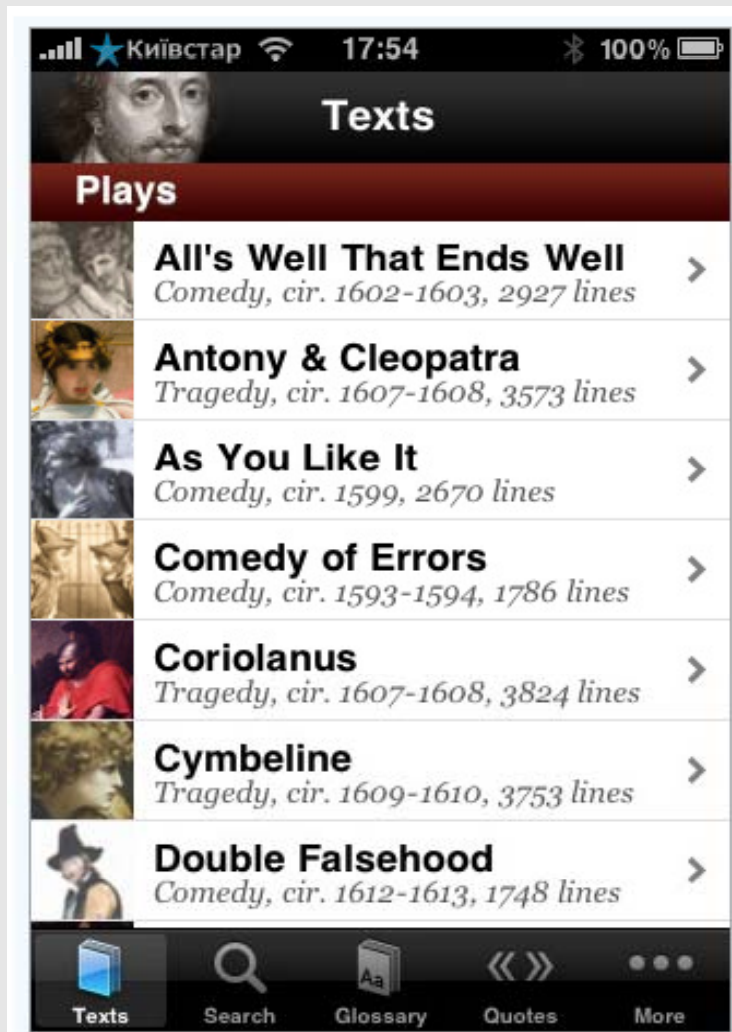


Jeanne DuPrau

<http://www.librophile.com/>

Apps for Students

iPhone



I emailed him
one pic and now
over school emailed him
I emailed him
one pic
and now
it's all over
school.

GET A PROBLEM THAT WON'T SHUT UP?

1 800 668 6868
KidsHelpPhone.ca

Kids Help Phone

1-800-668-6868 • 1-877-967-7243

I get more
exercise running from
BULLIES
than I do
in gym.

GET A PROBLEM THAT WON'T SHUT UP?

1 800 668 6868
KidsHelpPhone.ca

Kids Help Phone

1-800-668-6868 • 1-877-967-7243

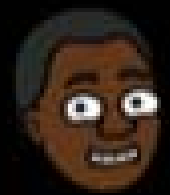


STOP BULLYING

SPEAK UP

CN

COMIC CHALLENGE



KIDS

Enter the challenge!

TEACHERS

Enter the challenge with your class!



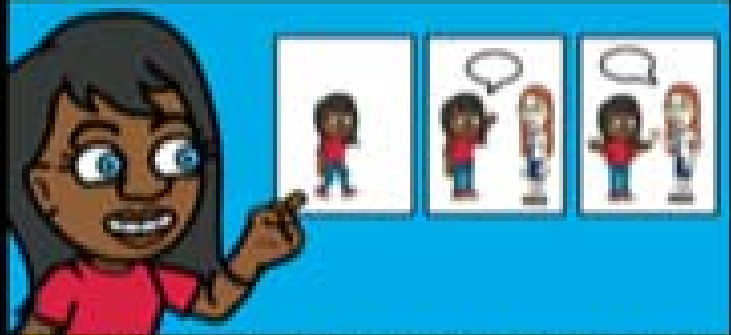
[View Comic Gallery](#)

BULLYING IS A PROBLEM THAT AFFECTS EVERYONE. IT CAN HAPPEN ANYWHERE, ANYTIME... AND IT'S NOT COOL.



BUT, BULLYING CAN BE STOPPED - IT'S JUST A MATTER OF SPEAKING UP AND DOING SOMETHING ABOUT IT.

NOW IT'S YOUR CHANCE TO **SPEAK UP** AND **STOP BULLYING** - USING THE POWER OF COMICS!



THE **STOP BULLYING COMIC CHALLENGE** IS A CREATIVE CONTEST WHERE YOU CAN CREATE YOUR OWN COMIC STRIPS - EVEN IF YOU CAN'T DRAW A STRAIGHT LINE!

MNet Resources

Introduction to Cyber Bullying: Avatars and Identity

(Grades 5 - 6)

Understanding Cyber Bullying - Virtual vs. Physical Worlds

(Grades 7 - 8)

Cyber Bullying and the Law

(Grades 7 – 8 and Grades 9 - 12)

Cyber Bullying and Civic Participation

(Grades 7 - 8)

Promoting Ethical Online Behaviour: Our Values and Ethics (Grades 7 - 9)





GOT 2 GO. TXT U L8R