

TECNOLOGÍA DE LA INFORMACIÓN Y LAS COMUNICACIONES

ICEI 4° AÑO A Y B

OCTOBER / NOVEMBER 2022

CRITICAL MEDIA VIEWING

ACTIVITIES

1. Read the following text and underline the main ideas of it. After you finish reading it, put those ideas in a map to make a summary.

2. Read it out loud to practice fluency

<https://drive.google.com/file/d/1bKZVdoo7hFdQzFtSBQodY6WF03qooRdy/view?usp=sharing>

3. Critical media viewing implies not only the critical reading and interpretation of news, but also the interpretation of ads and messages on the web. Remember that all media images and messages are constructions. Ads and other media messages have been carefully crafted with the intent to send a very specific message.

ACTIVITIES FOR CRITICAL MEDIA ENGAGEMENT

a. Imagine you are walking down the street and an invisible person offers you a plate of food. What questions would you ask before you decide whether or not to eat it? Make a list of the questions. Now apply these same questions (or questions you adapt from these) to media content. What did you learn? What questions do you think are most important to ask when encountering media messages?

b. Who owns the most important media in Mendoza? Make a list of them and their owners.

c. Think of a stereotype commonly applied to a particular group (ex: "Latinas are sensual and sassy"; "Muslims are extremists"; "Gay men like fashion" etc.) What are some examples from the media that reinforce this stereotype? What are some possible consequences of perpetuating this stereotype? What do you know from your own experience that counters this idea? Where, in the media or elsewhere, do you see alternatives to this stereotype?

Answers:

- 1) https://app.mindmup.com/map/_free/2022/11/a850bdc05c5611eda05ac7e52f572f53
- 2) .
- 3) a. Who are you? What are you giving to me? What is this made of? Why are you offering this to me and not to another person? Do you know me?

Adaptation:

Where am I reading this information from? Is this source reliable?

What does this news say?

How does this affect me?

Does the journalist know enough about my situation, context and what they're talking about?

The questions above are some of the most important ones to ask oneself when reading news. I learnt that the information we read not always is true or certain, so we must always doubt about it to know when to believe it.

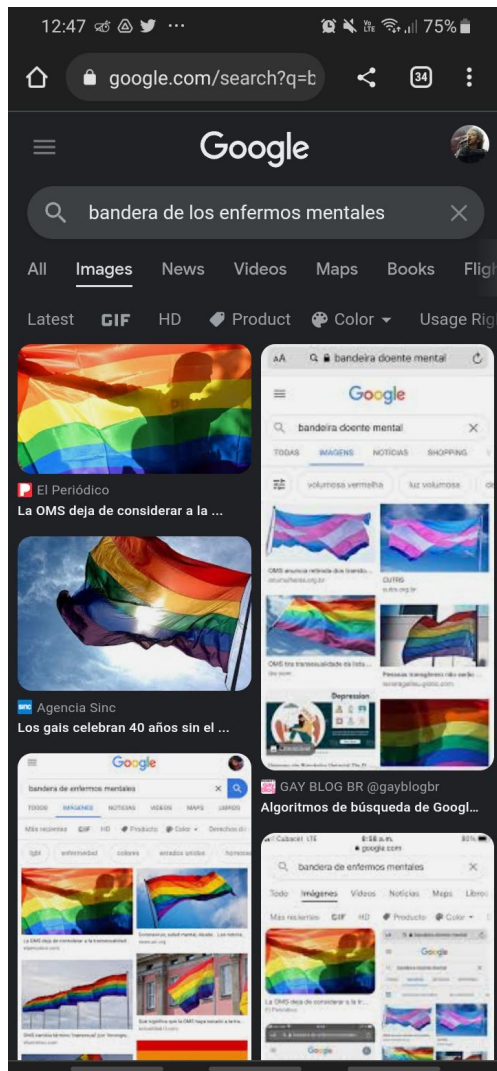
b. • Diario Los Andes - Grupo Clarín

- UNO - Grupo América
- MDZ - Grupo Clarín

- Radio Mitre - Grupo Clarín

c."Being gay means you are mentally ill"

Example: Google media



As a consequence of saying this, people are going to start going against these preferences, causing the people of this community to be discriminated against and unable to express themselves

In our own Experience, in the street Or in the bus, some people had discriminated against this type of preferences openly. For example, one day I was taking abuse to go to my house, next to me was a old woman, I was dressing black and in those days I had long hair and painted nails, so the woman saw me and told me, "you know that being gay is a nature alteration?" And all the way home she was telling why being gay is not ok, and all she was basing her ideas was in an article she read.

We can see alternatives to this in psychology articles, manifestations by people supporting the LGBT community, reading news and analyzing them and in talks informing about this topic.

