# GNED 500A picture containing logo Description automatically generated

# Semester: Summer 2023

# Section# 023

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Answer all of the following questions:

1. Recount an action you have taken that directly results from messages you encountered in the media—it could be from a movie, a series, advertising, a news cast or a social media pos
2. Describe the media content or message that motivated you to act
3. Critique that action using media literacy:
   * Who controlled or produced the media content that influenced you?
   * What was the agenda behind that content?
   * Would you do the same again, now that you have thought about the agenda of the media source that inspired your action?

## Assignment Template (500 words – to be completed individually)

## After watching an enticing ad for a skincare product on social media, I decided to buy it. The ad seemed very convincing at the time. It made promises of natural ingredients and claimed that users would see amazing results. Sadly, my experience didn't align with these promises. Instead, the product ended up irritating my skin. When I thought deeply about what had happened, I realized I had been tricked by the power of media messages. This experience was a hard but valuable lesson in understanding how impactful media can be, and it highlighted the importance of media literacy.

## The ad was no random creation—it was meticulously crafted by the skincare company. Their primary goal was simple: to boost their sales. But there was more to it than just that. Through their message, they aimed to establish themselves as a leading company in the natural skincare industry. The entire experience left me with a sense of regret. I realized I had been pulled into their web of promises without taking a moment to question the reality behind those claims.

## To avoid such missteps in the future, I understood that I need to make use of what I've learned in media literacy lessons. I need to actively question the real purpose of the ad, figure out who it's targeting, and comprehend the reasons for its creation from the company's perspective. It's about making a shift in perspective—moving from simply consuming ads to critically analyzing them.

## When I initially made the purchase, I wasn't fully aware of the significant influence media had on my decision. This incident underlines how media can subtly yet profoundly impact our behavior. The true power of media lies in its ability to mould our perceptions and direct our actions, often without us even realizing what's happening.

## Reflecting on this experience, I'm now more motivated than ever to resist the influence of media. I understand that media often reflects and reinforces dominant societal values and narratives. These narratives can subtly shape how we view ourselves and what we consider important. In my case, the media's portrayal of beauty standards played a significant role in influencing my impulse to buy the skincare product.

## From this entire experience, I learned a crucial lesson about the importance of critical media literacy. It's not merely about understanding the content that we're being presented with. It's also about recognizing the ideological thrust of the media and understanding its structural aspects. Media often serves the interests of those in power, subtly reinforcing societal norms and values that may not always be in our best interest. It has the power to shape our reality and skew it towards dominant cultural norms and values.

## Looking ahead, I plan to approach media consumption, especially advertisements, with a healthy dose of skepticism and critical thinking. It's crucial to discern the genuine messages from clever marketing tactics. Being aware of how media functions and recognizing its potential influence is essential. By practicing critical media literacy, we can make better, more informed choices. These choices would then align more with our genuine needs and values, instead of being dictated by external influences.