



# MEDIA LITERACY: A Skill to Build a Global Perspective

Audrey Garcia • 2020-2021

Global Connect @ UCI



## OPENING QUESTIONS:

- What is Media Literacy?
- Why is Media Literacy important?
- Why is Media Literacy a global issue/priority?
- Would you describe yourself as media literate?
- What do you think counts as media?
- What's your favorite form of media?
- How much time do you spend on media?

# Kahoot!

<https://create.kahoot.it/details/media-literacy-kahoot/69087925-48e1-4fc2-9965-69996e764d8e>



# What is Media Literacy?

*“Media Literacy is a 21st century approach to education. It provides a framework to access, analyze, evaluate, create and participate with messages in a variety of forms — from print to video to the Internet. Media literacy builds an understanding of the role of media in society as well as essential skills of inquiry and self-expression necessary for citizens of a democracy.”*

*- MediaLit.org*

<https://www.youtube.com/watch?v=GIaRw5R6Da4>

# Types of Media:



# The Printing Press as an Agent of Change

## PAMPHLETS

- ▷ entertain
- ▷ persuade
- ▷ inform



THE NEW  
MASS MEDIUM



▷ DOMESTIC  
& LOCAL  
NEWS



Important events enabled by the printing press:

- Protestant Reformation
- Renaissance Period
- Scientific Enlightenment
- Industrial Revolution
- American Revolution



**FINAL**  
SPORTS EXTRA

# ETHICS OF JOURNALISM

## DAILY PRESS



TONIGHT  
Briefly clear, upper 20s  
TOMORROW  
Sunny, mid- to high 60s  
Details, Page 2

VOL. 2 NO. 2

NEW YORK CITY

- James Gordon Bennett (1835) established new standards for journalism by utilizing interviews and observations to add details to news stories.
- Most importantly, his newspaper was funded by advertisers instead of political parties that enabled the newspaper to report stories on corruption and criticize politicians openly.

### Atom tests 'affected IQ'

**NUCLEAR FALLOUT** from the first atomic bomb tests in New Mexico and, later, from tests in Nevada is directly responsible for a sharp decline in the intelligence of American youth, according to new research.

Radioactive iodine-131, which causes thyroid damage in newborns, has impaired the mental development of a whole generation of American children. And the effects have been most marked in the far west of the United States.



bomb test area, recorded a decline of 25 on the verbal test and 15 on the mathematical in 1974-6. Over the same period, Ohio - some 2,000 miles to the east of the test site and south of the fallout clouds - had a fall of just two points on the verbal test, while maths scores rose by four points.

The effect has persisted into the 1980s. In 1982, test scores for the US as a whole rose. Eight states went against the trend. "All were located in the

### WIFE-STEALING HORSE

By GEORGE EDWARDS

A HUSBAND gave his wife an ultimatum: "Either your horse goes, or I will."  
The woman replied: "I'll never part with Fritz." Then she went out for a gallop.

And when she returned, her husband, Franz, had left for good.

Franz told a divorce court in Kaiserslautern, West Germany, that he gave the horse to his wife Lieselotte for their best

about the animal. Often she stayed all day at the stable and sometimes spent the night with Fritz."

Lieselotte no longer cooked proper meals and became too tired for sex.

Franz added: "One night, while we were making love, she suddenly asked 'I forget to give Fritz his vitamin pills!'"

### Pioneer heads for the unknown

AFTER 11 years in space, the American spacecraft Pioneer 10 will certainly become the first man-made object to leave the solar system. But when it will actually do so is far from certain and provides a nice opportunity for astronomical hair-splitting.

Last Tuesday Pioneer was as far from the sun as the so-called "outermost" planet, Pluto - a possible definition of leaving the solar system. But then a rough Pluto orbit is

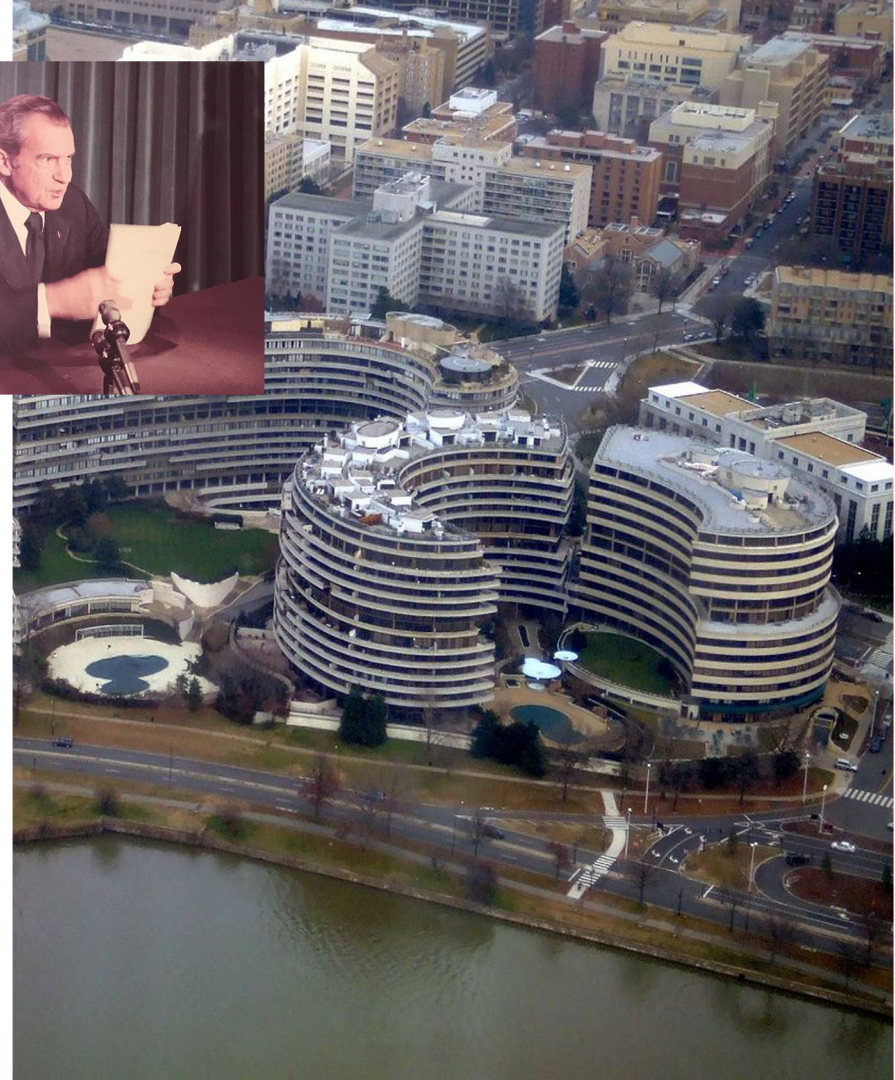
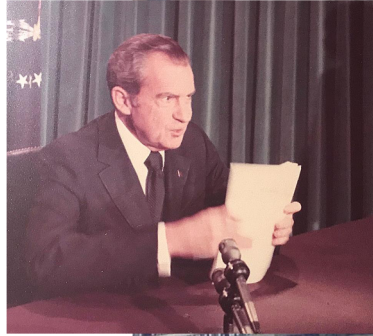
this will be the case for the next 17 years. And Pioneer will not cross Neptune's orbit until June 13.

But will it even then be out of the solar system? It will certainly not be clear of the heliosphere, the region of space affected by the million-mile-an-hour "wind" of electrified particles streaming out from the sun. The heliosphere extends to distances several times greater than Pioneer's present position. 2.8 billion



# THE WATERGATE SCANDAL

- June 17th, 1972 - 5 men broke into the Democratic National Committee at the Watergate office revealing Nixon's illegal tapping of the DNC's classified conversations.
- The Watergate Scandal, investigated by Carl Bernstein and Bob Woodward of the *Post*, was a catalyst for public recognition of the importance of **investigative journalism**/the responsibility of the press to check the powerful.



**So what happens when the media is constantly accused of producing 'false news'?**



## Vocab: Perspective, Bias, and Partisan

- What is **perspective**?
- Can anyone be free of all effects of their perspective?
- Why is **bias** different?
- Bias has a negative connotation.
  - Bias often comes with the connotation that the writer/media source has other interests (like U.S. politics). This can mean they are **partisan** (to favor one side/perspective) and not being transparent.

## The First Newspapers in America

- The first newspapers in the American colonies helped to facilitate the American Revolution – meaning they were explicitly against the standing government (i.e., British rule).
- One important function was advertisement for businesses and merchants.
- As the early United States independent government developed, newspapers were dependent upon **partisan** support and readership.
- So at that time, almost all newspapers were **partisan**.



## More On Bias:

“In individuals, bias is the result of predisposition or experiences. It distorts the ability to fairly perceive, remember or weigh evidence. It prevents a person from reaching a fair or accurate judgment. Media Bias is a pattern of unfairness or willful inaccuracy over time by a specific journalist or news outlet. It cannot be proven by a single isolated incident”.



# Vocab: Misinformation & Disinformation

- **Misinformation** is spreading incorrect information, regardless of intent.
- **Disinformation** is deliberately spreading incorrect or severely distorted information for ulterior motives. (Can result from being biased!)
- **M** for Mistake, **D** for Deceive



**“You will furnish the picture, I will furnish the war”**

SPANIARDS SEARCH WOMEN ON AMERICAN STEAMERS  
DRAWN BY FREDERIC REMINGTON



AN IMAGINARY INCIDENT PICTURED BY FREDERIC REMINGTON IN THE NEW YORK JOURNAL

**\$50,000 REWARD.—WHO DESTROYED THE MAINE?—\$50,000 REWARD.**  
EDITION FOR GREATER NEW YORK  
**NEW YORK JOURNAL**  
AND ADVERTISER.

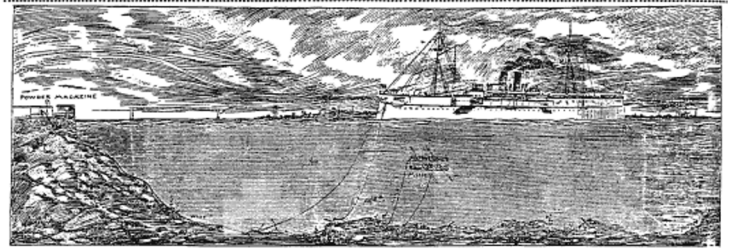
**DESTRUCTION OF THE WAR SHIP MAINE WAS THE WORK OF AN ENEMY**

**\$50,000!**  
**\$50,000 REWARD!**  
For the Detection of the Perpetrator of the Maine Outrage!

Assistant Secretary Roosevelt  
Convinced the Explosion of the War Ship Was Not an Accident.

**\$50,000!**  
**\$50,000 REWARD!**  
For the Detection of the Perpetrator of the Maine Outrage!

The Journal Offers \$50,000 Reward for the Conviction of the Criminals Who Sent 258 American Sailors to Their Death. Naval Officers Unanimous That the Ship Was Destroyed on Purpose.




**NAVAL OFFICERS THINK THE MAINE WAS DESTROYED BY A SPANISH MINE.**  
Hidden Mine or a Sunken Torpedo Believed to Have Been the Weapon Used Against the American Man-of-War—Officers and Men Tell Thrilling Stories of Being Blown Into the Air Amid a Mass of Shattered Steel and Exploding Shells—Survivors Brought to Key West Scout the Idea of Accident—Spanish Officers Protest Too Much—Our Cabinet Orders a Searching Inquiry—Journal Sends Divers to Havana to Report Upon the Condition of the Wreck.

# MODERN YELLOW JOURNALISM

- Web-generated news challenges journalistic norms and mis/disinformation has powerful new platform.
- Cheap Speech and What It Has Done - Richard L. Hasen (UCI School of Law)
- Algorithms create **news feeds with no regard for accuracy and objectivity**, becoming modern yellow journalism.
- **Media can be manipulated to serve the interests of powerful people and organizations.**

So consumers must be careful!



What do you think happens as  
information spreads in this digital age?

Is increased internet access a good  
thing?



# The Effects of Technology

- Technology transformed the speed of information delivery.
  - Today, footages can be instantly streamed on Facebook and YouTube allowing us to be more informed first-hand.
- But technology is a double edge sword.
- Anyone can generate news without basing it in facts.
  - Divisive ads and articles on Facebook and Twitter reached millions of people that potentially swayed the 2016 election.



2.41 billion monthly active users



321 million monthly users



1 billion monthly active users



1.3 billion users 300 hours of video per minute

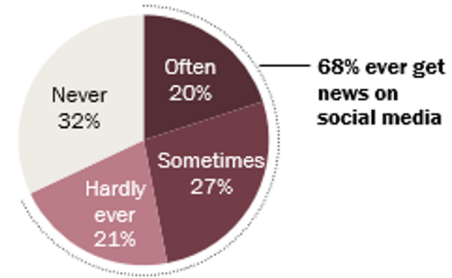
# Social Media as News Sources

“About two-thirds of Americans get news on social media but most social media news consumers expect news there to be inaccurate” -Pew Study

[https://www.journalism.org/2018/09/10/news-use-across-social-media-platforms-2018/pj\\_2018-09-10\\_social-media-news\\_o-01/](https://www.journalism.org/2018/09/10/news-use-across-social-media-platforms-2018/pj_2018-09-10_social-media-news_o-01/)

## About two-thirds of Americans get news on social media

*% of U.S. adults who get news on social media ...*



## But most social media news consumers expect news there to be inaccurate

*% of social media news consumers who say they expect the news they see on social media to be ...*



Note: No answer responses not shown.

Source: Survey conducted July 30-Aug. 12, 2018.

"News Use Across Social Media Platforms 2018"

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# What are some positive effects of...

- Social media?
- Using social media as a platform for news?
- The work of good journalists?

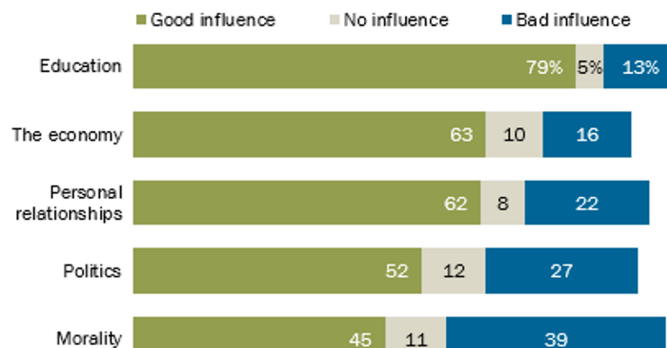


# Is increased internet access a good thing?

## Sub-Saharan African publics largely see growing internet connectivity as a positive

### Sub-Saharan African publics largely see growing internet connectivity as a positive

Generally, do you think the increasing use of the internet has had a good influence, a bad influence or no influence at all on \_\_\_ in our country?



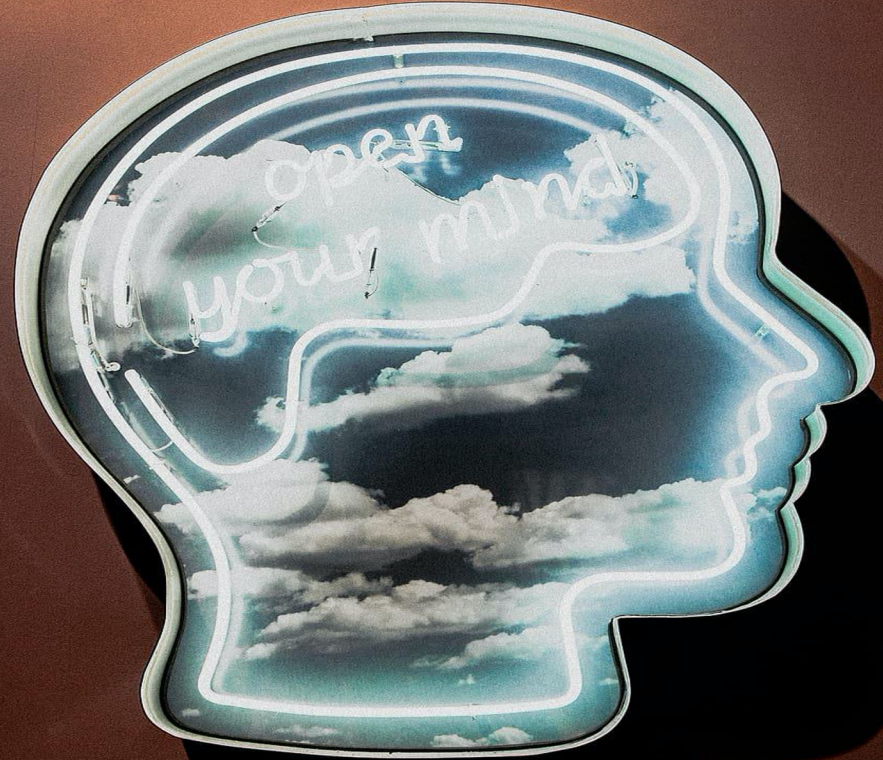
Note: Percentages are six-country medians based on total sample in Ghana, Kenya, Nigeria, Senegal, South Africa and Tanzania.

Source: Spring 2017 Global Attitudes Survey. Q74a-e.

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# Skills of Inquiry as Citizens of a Democracy

- Pay attention to language and images
- Understand political, economic, social, and cultural contexts
- Identify an author's message, purpose, point-of-view, etc.
- Recognize bias
- Challenge your own perspective



## What to Look for in a News Article

**Biases:** Has this journalist or news outlet demonstrated a bias in the past? What kind of biases do I have in my own reading?

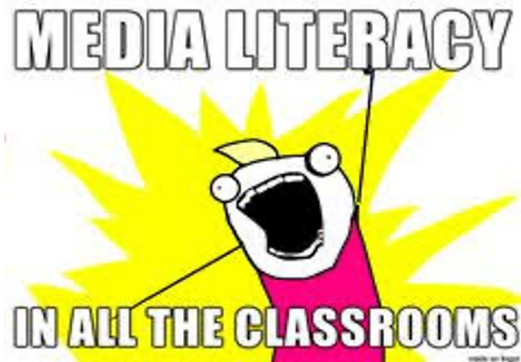
**Transparency:** Do the reporters/authors share how they know what they know, what they *don't* know, and why?

**Sources:** What are the sources? Are they: Independent, multiple, verifiable, authoritative/informed, & named **(IMVAIN)**

**Accountability:** If applicable, has the author showed that they are taking responsibility of the truthfulness in a report? Do I have a good handle on the article's integrity before sharing it on social media?



Remember!  
To be media literate means,  
to be able to access, analyze,  
evaluate and create media  
in a variety of forms  
responsibly.







## Discussion/Recap:

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