

Deconstructing the Media: What to Look For

- Who is being targeted?
- What texts, images, and sounds lead you to this conclusion?
- What is the text (literal meaning) of the message?
- What is the underlying subtext (unstated or underlying message)?
- What kind of lifestyle is presented? Is it glamorized?
- What values are expressed?
- What techniques of persuasion are used?
- In what ways is it a healthy and/or un-healthy media message?
- What related stories are NOT being told by the media message?

Progressive Advertising:

advertising that displays a healthier, more realistic message than most contemporary advertising



You can contact WAVE for more information about Medial Literacy and other wellness, alcohol, and violence-related questions at:

575.646.2813 or peered@nmsu.edu



www.nmsu.edu/~wave

WAVE can also be found on Facebook and Myspace!

Free presentations are available upon request.

Media Literacy



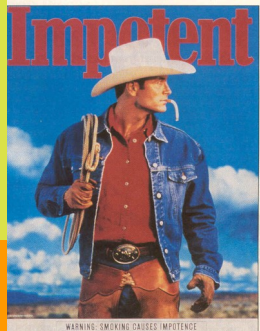
Media Literacy

Media literacy is the ability to sift through and analyze the messages that inform, entertain and sell to us every day. It's the ability to bring critical thinking skills to bear on all media—from music videos and Web environments to product placement in films and virtual displays on NHL hockey boards. It's about asking pertinent questions about what's there, and noticing what's not there. And it's the instinct to question what lies behind media productions—the motives, the money, the values and the ownership—and to be aware of how these factors influence content.

Media Awareness Network

Counter-Advertising:

“Advertising that takes a position contrary to an advertising message that preceded it. Such advertising may be used to take an opposing position on a controversial topic,



A \$21 million antismoking campaign in California features a billboard linking smoking to impotence. Public-health advocates hope that the fear of impotence might motivate smokers to quit.

or to counter an impression that might be made by another party's advertising.”

About.com

Facts

More than 50% of the videos on MTV involve violence and 75% involve sexual imagery. 80% of those videos combine violence with such sexual imagery, possibly suggesting violence against women.

<http://www.openeducation.net/2008/06/23/media-literacy-a-compelling-curriculum-topic-in-todays-digital-age/>

A 1996 study of children ages 9 to 11 found that more children were familiar with Budweiser's television frogs than Kellogg's Tony the Tiger, the Mighty Morphin' Power Rangers, or Smokey the Bear.

Berkeley: Center on Alcohol Advertising, 1996

NYC.com reports that each of us is exposed to 400-600 ads per day, an average of 40-50 million by age 60. 97% of the ads feature a woman in a degrading image.

<http://www.nancyhayssen.com/blog/148/shocking-body-image-statistics/>

In 2007, Nearly 1 million American men underwent cosmetic procedures and statistics show a steady climb over the past 2 decades. There appears to be direct correlation between the statistics and the way male body image has changed since the 1980's.

http://www.anxiety-and-depression-solutions.com/articles/health_and_wellness/men_body_issues.php

Techniques of Persuasion

Here are some of the strategies used by advertisers to persuade consumers to use certain products and services:

- Nostalgia: invoking the “good ‘ol days”
- Warm & Fuzzy: sentimental imagery
- Beautiful people: good looking people to attract attention
- Simple solutions: presenting a solution to life's problems
- Symbols: words or images that bring to mind a larger concept
- Hyperbole: exaggeration
- Humor: grabs attention and makes consumer feel good
- Band wagon: concept of following the crowd
- Card stacking: selecting only favorable evidence for product
- Plain folks: more relatable to the public
- Diversion /Distraction: used to hide part of the story not being told
- The Big Lie: idea that the public is willing to believe a big lie compared to small lies

Media Influence and Bias

- No one ever tells the whole story
- Media messages contain texts and sub-texts
- Media convey ideological and value messages
- Media messages reflect the viewpoint of the maker
- Media systems reflect power dynamics