Facebook Challenge (Sample pages)

Introduction

Posts



Center for Media Literacy



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Welcome to National Media Literacy Week! To focus on the process skills of media literacy, CML is partnering with Dr. Eisenstock's Journalism 372 class at Cal State University, Northridge (CSUN) to deconstruct powerful images, words and sounds that media convey. Each day this week, we will apply one of CML's Five Key Questions/Core Concepts to a media image/video. Then, students — and you! — can comment to test your media literacy skills. Join in!

Tip: Choose easily accessible and timely subject matter to engage your audience. We suggest choosing a variety of text, photographs and videos. This assignment is designed for students who have been previously introduced to CML's Key Questions and Core Concepts in high school and/or college.

Day 1

Key Question #1: Who created this message?

Core Concept #1: All media messages are constructed.

Key Word: Authorship



Center for Media Literacy

Media Literacy Week FB Challenge. Join with CML and CSUN journalism students to test your media literacy skills. Apply Key Question/Core Concept #1 to this current TV ad. Key Question #1 Who created this message? Core Concept #1 All media messages are constructed. Key Word: Authorship

https://www.youtube.com/watch?v=fENuPNukdUo



Angel Soft® "Just Dad" Commercial

Being a single dad means it all falls on you: all the hardships, all the heartbreaks, and all the perfectly imperfect moments...

YOUTUBE.COM

Day 2

Key Question #2: What creative techniques were used to attract my attention? Core Concept #2: Media messages are constructed using a creative language with its own rules.

Key Word: Format/Design



Media Literacy Week FB Challenge. Join with CML and CSUN journalism students to test your media literacy skills. Apply Key Question/Core Concept #2 to this recent magazine cover. Key Question #2 What creative techniques are used to attract my attention? Core Concept #2 Media messages are constructed using a creative language with its own rules.

