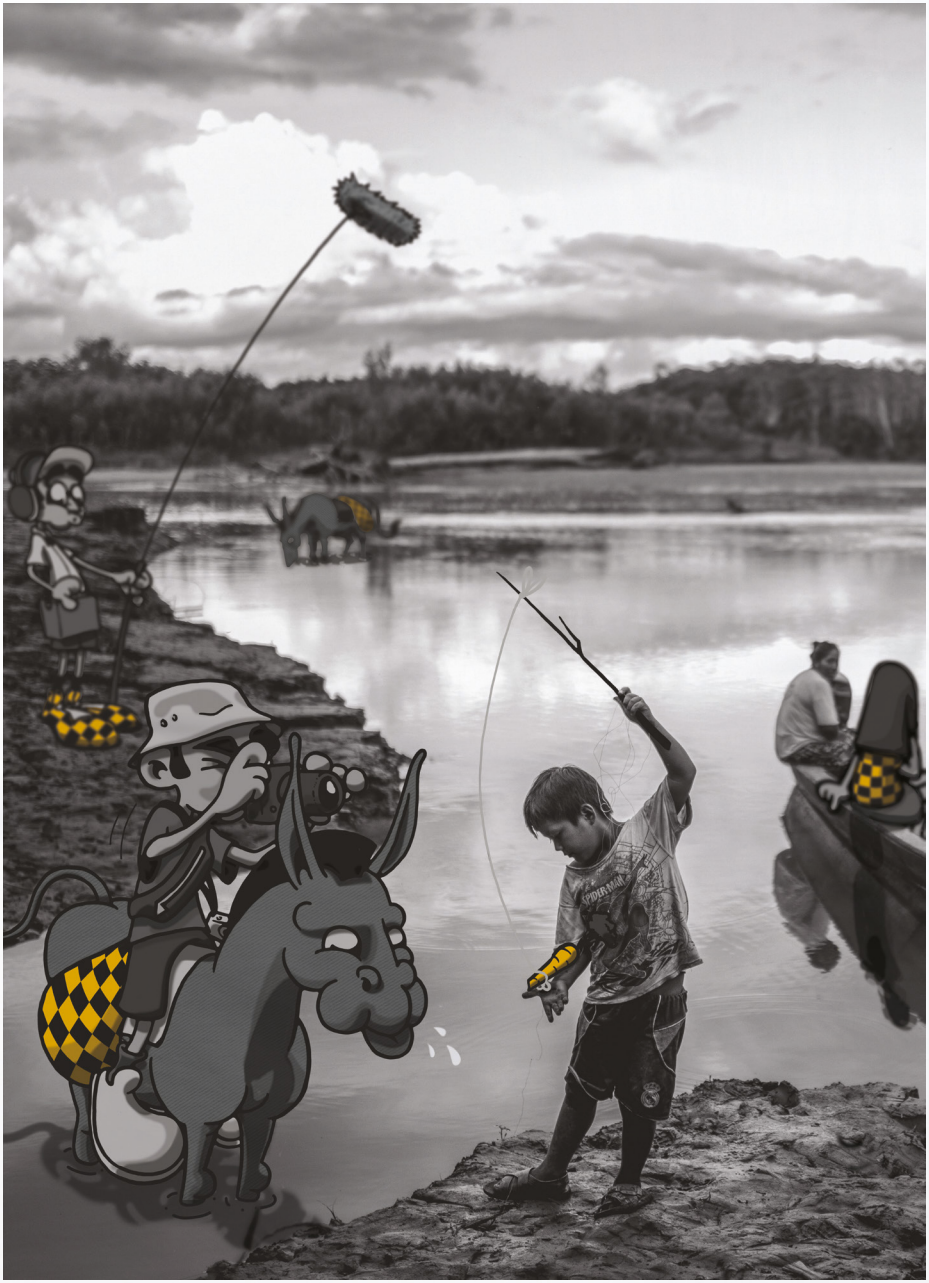
ILLUSTRATOR ***PROTEZ***



– DISCUSSION GUIDE I –

INTRODUCTION TO MEDIA LITERACY

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Journalism consists of researching, verifying, contextualizing, organizing and publishing quality information. Journalists answer the questions:

WHO?
WHAT?
WHERE?
WHEN?
HOW?
WHY ?

THIS REQUIRES JOURNALISTS:

- **To actively observe,**
- **To collect testimonies** and establish trust
- **To consider and understand different points of view**

✱ *How do you get your news ? What news sources do you use: newspapers, magazines, radio, TV, Internet, social media?*
Can you name a few of those news sources (for example: BBC, Facebook, The Guardian) ?
How frequently do you access news ?

What is the difference between news and opinion ? Between news and advertising ? Can you go further by giving examples and explaining why and how both matter and differ ?

EACH MEDIA CHANNEL HAS A POINT OF VIEW

A media's asserted political tendency can be researched within the media website or on sites like Wikipedia. Despite the fact that everyone has a point of view, quality media organizations and serious journalists strive to get as close to the truth as possible and to be balanced and fair in their reporting.

✱ *Look up a media site that you have used for information. Open other tabs and search for it, see what others say about it.*
Do you know if they have a certain point of view or orientation (i.e. liberal vs conservative) ? What is their purpose or agenda? (it might be found on the masthead or "about" page).
Why might it be important to diversify the outlets you read? What are some interests you have, and how might different sources present it differently?

Know the difference between opinion or commentary versus news story

RESOURCE # 1

A comment is when a journalist shares their personal thoughts. It can be in the form of a post, a column, an opinion, or an editorial. A report is primarily a factual recount of something that happened, although the report may still have an angle or bias.

Satire

RESOURCE # 2

A satire is a mocking criticism (of individuals, organizations, states), whose intention is to provoke or make people think. It is often taken to be fact by those who don't understand it.

Editorial content versus advertising

RESOURCE # 3 & 4

Advertising, unlike information, is written with the intention of selling something to the reader, of persuading them to act in the interest of the business.

RESOURCE # 5

- **The law** requires for advertising content to be stated as such. Ads are mentioned in different ways: " by + brand ", " for + brand ", " partnership ", " sponsored content ", brand logo, mentions at the bottom of the page, " press release ". Ads are sometimes very discreet, so remember to check the title, name of the author, name of the section, credits, and additional notes.

Infographics can be misleading

Keep in mind that raw numbers are different from rates, that numbers may suggest a relationship to one another that is not true, and that the scale of the infographic should honestly represent the data.

Have you recently seen an example of advertising or satire?

« I was taught not to exhibit certain behaviors for fear of being a target. I was taught to love those who were different from me and to celebrate the differences between others and myself. I was taught that life was something sacred, given to us by our Creator and that we have no right to take that away from someone else. As I look at the current state of the world, it saddens me that despite all of these efforts, some still see me, and people who look like me as a threat. The cycle of violence and constant disregard for the lives of Black Americans in particular is not only sad, it's terrifying. No child should have to fear for their life when they come in contact with a police officer. No woman should feel unsafe while sleeping in her own bed. No man should have to fear for his life simply for being pulled over at a traffic stop. It's devastating, it's unfair, and it's wrong », Jordan McCracken Foster, 18, says. His portrait is part of the series, "The Skin I'm In", that asks the viewer to consider the dignity of individuals who self-identify as African, African American or from the wider African Diaspora.

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