



## Media Literacy–Advertising Focus Resources for Educators

Check out....

“**Get Real: Ads, Images, and the Truth.**” is a MontanaPBS television broadcast that explores media and advertising literacy, especially ads that portray images of beauty and attractiveness for young women and men. Journey through the world of advertising as Montana teenagers analyze and interpret advertising and explore how advertisements are made. The teens examine how advertising influences culture and discuss ways to develop and communicate their own personal style. Advertising literacy activities for middle school and high school students are demonstrated.

This educators’ resource guide accompanies the KUSM, MontanaPBS television program entitled, “**Get Real: Ads, Images, and the Truth**”. Sponsored by the Montana Beef Council, this program aired on May 19, 2002. This program provides middle school and high school teachers with aids for educating students about media literacy, especially in relation to advertising. A cast of teenagers provides a youthful perspective and demonstrates active learning strategies and activities to promote advertising literacy. Middle school and high school students collaborated with Montana State University’s Pathways to Health organization and KUSM, MontanaPBS to develop the television program. A videotape is available on loan or for purchase from the Montana State University Extension Service in Bozeman, Montana. Contact Lynn Paul, EdD, RD, Food and Nutrition Specialist for more information (phone: 406-994-5702). Resources are listed below for educators of media literacy with a special focus on advertising literacy and body image.



### **Objectives: “Get Real: Ads, Images, and the Truth”**

1. Increase awareness of **advertising influences** on **attitudes** and **behavior** of male and female middle and high school students.
2. Increase ability to **think critically** about these influences.
3. Translate learning into appropriate **action**.



### **Overview of Media Literacy Education from the Center for Media Literacy**

- Three Steps to Success: Overview of an Effective Media Literacy Program, Reading Room, Center for Media Literacy: <http://www.medialit.org>

1. Become aware of media and importance of balancing media contact with other needs
2. Develop specific skills of critically viewing media
3. Explore impact of media on culture

- Skills and Strategies for Media Education, Reading Room, Center for Media Literacy:  
<http://www.medialit.org>



### **Five Basic Concepts of Media Literacy**

1. Media messages are “constructed.”
2. Media uses unique languages.
3. Different people experience the same media message differently.
4. Media has commercial interests and is driven by a profit motive.
5. Media expresses values and points of view.



### **Five Key Questions to Ask about Any Media Message**

1. Who created this message and why are they sending it?
2. What techniques are being used to attract my attention?
3. What lifestyles, values, and points of view are represented in the message?
4. How might different people understand this message differently from me?

5. What is omitted from this message?



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**Activities and Lesson Plans:** Activities used in the television program were developed based on activities and lesson plans in the following resources.

1. *Body Image & Disordered Eating*, Mary Stein, MS, Department of Health and Human Development, Montana State University, Bozeman (curriculum) Montana Team Nutrition Program, 202 Romney Gym, PO Box 173360, Bozeman, MT 59717-3360, Phone: 406-994-5641.
  2. Center for Media Literacy: <http://www.medialit.org>
    - Video Basics and Production Projects for the Classroom
  3. Media Literacy and Gender Equity Curriculum: \_\_\_\_\_
    - Unit 2, Lesson 1: How to Look at a Still Image
    - Unit 3, Lesson 7: Images of Women and Men in Advertising
    - Appendix One: Tips for Teaching Media Literacy and Gender Equity Curriculum Lessons
  4. Media Literacy for Health: A K-12 Activity Curriculum, New Mexico Media Literacy Project: <http://www.medialiteracy.net> (This resource is also available on loan from the Montana Team Nutrition Program, 202 Romney Gym, PO Box 173360, Bozeman, MT 59717-3360)
    - Buff and Beautiful: Grade Strand: 6-8
    - The All-American Teen: Grade Strand: 9-12
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### Media Literacy Web Sites

- Center for Media Education: <http://www.cme.org>
  - Center for Media Literacy: <http://www.medialit.org>
  - Girls Re-Cast TV, Girls, Inc: <http://www.girlsinc.org>
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*MSU Extension Nutrition Education Resources:*

<http://www.montana.edu/extensionnutrition/docs/NER%20intro.htm>)

- In the Mix: PBS Reality TV: <http://www.pbs.org/inthemix/>
- Self-Image: The Fantasy, The Reality
- Media Literacy: TV-What You Don't See
- Media Awareness Network, Canadian Association for Media Education: <http://www.media-awareness.ca/>

Media Literacy Clearinghouse: \_\_\_\_\_

Media Literacy and Gender Equity Curriculum, Western Massachusetts Gender Equity Center:

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New Mexico Media Literacy Project: <http://www.medialiteracy.net>

Tips for Becoming a Critical Viewer of the Media, National Eating Disorders Association:

<http://www.nationaleatingdisorders.org>

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### Advertising Literacy Resources

- *Advertising: The Art of Persuasion*. Talk Box: A talk Show Series for Young People. Knowledge, Unlimited, Inc. \$49.95 (30-minute video comprised of four 5-7-minute segments), Center for Media Literacy: <http://www.medialit.org>
- Kilbourne, J. *Can't Buy My Love: How Advertising Changes the Way We Think and Feel*. \$14.00

(paperback book), Center for Media Literacy: <http://www.medialit.org>

- Klein, N. *No Logo: Taking Aim at Brand Bullies*. \$17.00 (paperback), Center for Media Literacy: <http://www.medialit.org>

- *Hype and Blitz: the Ad Assault—A Kid's Introduction to Advertising*. \$49.95 (15-minute video), Center for Media Literacy: <http://www.medialit.org>

- *Sell & Spin: A Video History of Advertising* by the History Channel, \$29.95 (100-minute video divided into 5-12 minute segments), Center for Media Literacy: <http://www.medialit.org>

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## Media Literacy Resources

- Alvermann DE, Moon JS, and Hagood MC. *Popular Culture in the Classroom: Teaching and Researching Critical Media Literacy*. \$19.95 (paperback book), Center for Media Literacy:

<http://www.medialit.org>

- *Just Do Media Literacy*. \$39 (60-minute video). New Mexico Media Literacy Project, Montana Team Nutrition Program, 202 Romney Gym, PO Box 173360, Bozeman, MT 59717-3360, Phone: 406-994-5641.

- Media Literacy Books, Videos and Curricula, Online Catalog, Center for Media Literacy:

<http://www.medialit.org>

- Massie L. *What a Girl Wants*. \$150 (video), Center for Media Literacy: <http://www.medialit.org>

- Masterman L. and Mariet F. *Media Education in the 1990's*. \$18.00 (paperback book), Center for Media Literacy: <http://www.medialit.org>

- *Mind Over Media: Helping Kids Get the Message*. National Education Association and Court TV. Includes 30-page Leaders Guide. \$24.95 (50-minute documentary comprised of four 12-minute segments), Center for Media Literacy: <http://www.medialit.org>

- *The Making of a Model, 1996, Behind Closed Doors*, (television video clip), Montana Team Nutrition Program, 202 Romney Gym, PO Box 173360, Bozeman, MT 59717-3360, Phone: 406-994-5641.

- *Parenting to Protect Children* (video). \$29. New Mexico Media Literacy Project, Montana Team Nutrition Program, 202 Romney Gym, PO Box 173360, Bozeman, MT 59717-3360, Phone: 406-994-5641.

- *Screening Images*. Ideas for Media Education, \$17.95 (book), Center for Media Literacy:

<http://www.medialit.org>

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## Body Image Resources

- *BodyTalk: Teens Talk About their Bodies, Eating Disorders, and Activism*, Grades 9-12, 1999 (28-minute video), MSU Extension Nutrition Education Resources:

<http://www.montana.edu/extensionnutrition/docs/NER%20intro.htm>

- Berg, FM. *Children and teens: afraid to eat*, Health Weight Network, Grades k-12, (book), MSU Extension Nutrition Education Resources:

<http://www.montana.edu/extensionnutrition/docs/NER%20intro.htm>

- *Breaking Size Prejudice*, University of Wyoming, Grades 11-17, 2000 (20-minute video), MSU Extension Nutrition Education Resources:

<http://www.montana.edu/extensionnutrition/docs/NER%20intro.htm>

- *Every Body is Beautiful*, Grades 7-12, 2001, MSU Extension, MontanaPBS television program (50-minute video), MSU Extension Nutrition Education Resources:

<http://www.montana.edu/extensionnutrition/docs/NER%20intro.htm> and Montana Team Nutrition Program, 202 Romney Gym, PO Box 173360, Bozeman, MT 59717-3360, Phone: 406-994-5641.

- Ikeda J and Nowarski, P. *Am I Fat?* Preschool to Grade 3, 1992 (book), Montana Team Nutrition

Program, 202 Romney Gym, PO Box 173360, Bozeman, MT 59717-3360, Phone: 406-994-5641.

- *JumpStart Teens*. California Project LEAN, Grades 9-12, 1999 (cross-curricular lessons), MSU

Extension Nutrition Education Resources:

<http://www.montana.edu/extensionnutrition/docs/NER%20intro.htm>

- Berg, FM. *Children and Teens: Afraid to Eat*, Health Weight Network, Grades k-12 (book), MSU

Extension Nutrition Education Resources:

<http://www.montana.edu/extensionnutrition/docs/NER%20intro.htm>

- Kater, K. *Healthy Body Image; Teaching Kids to Eat & Love Their Bodies, Too*, Grades 4-6, 1998

(book), Montana Team Nutrition Program, 202 Romney Gym, PO Box 173360, Bozeman, MT 59717-3360, Phone: 406-994-5641.

- *Promoting Health Body Image* from Best Start in Canada:

<http://www.opc.on.ca/beststart/bodyimg/httpoc.html>

- Self esteem and body image resources, USDA's Food and Nutrition Information Center:

<http://www.nal.usda.gov/fnic/pubs/bibs/gen/eatingdis.htm>

- Stein M. *Body Image & Disordered Eating*, Mary Stein, MS, Department of Health and Human Development, Montana State University, Bozeman (curriculum), Montana Team Nutrition Program, 202 Romney Gym, PO Box 173360, Bozeman, MT 59717-3360, Phone: 406-994-5641.

- *The Body Wise Handbook*, Office on Women's Health, US Department of Health and Human Services:

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- Youth Education Resources, WIN in the Rockies, a community-based research, development and education project to improve health in Idaho, Montana, and Wyoming:

<http://uwadmnweb.uwyo.edu/WinTheRockies/>

- *What's Normal Supposed to Look Like?* Oregon Dairy Council (2 posters of diversity in size and shape), MSU Extension Nutrition Education Resources:

<http://www.montana.edu/extensionnutrition/docs/NER%20intro.htm>