

Peter D.

Media Literacy

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Content for Successful Trainings

1. Talk less, show media samples more.
2. PowerPoints are pretty, but cumbersome to make. Keep your media organized in simple folders. You'll have a lot more flexibility as to what examples you use during your talks.
3. Use the Socratic Method (asking questions rather than providing informational statements). Remember media is personal. You need your audience to supply their own "proof" for the points you are making if you ever wish to truly bring them on board.
4. Every individual part of your talk ought follow this simple pattern:
 - Make your claim
 - Show a media sample that demonstrates it
 - Deconstruct the media sample by asking questions--the answers to which support the claim you've made
5. The overall outline for should do the following:
 - Briefly explain media literacy
 - Teach several tools of analysis
 - Show numerous media samples concerning the topic you are addressing
 - Provide the health information the media conceals
 - Outline simple actions your audience can take to improve their health and critical viewing skills
6. Remember not to let your personal tastes or political bias interfere with carrying your health message. Most people are programmed to shut down when they feel attacked. Don't confront them, teach them

Prevention



Critical Thinking



Self Esteem

