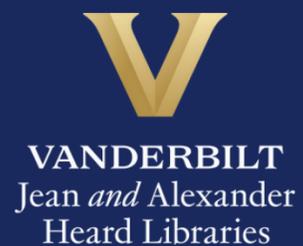


■ ▲ ● Osher Lifelong Learning
Institute

Media Mindfulness: Navigating Information in the Digital Age



Melissa Mallon & Emily Bush
Vanderbilt University



Meet Your Instructors



Melissa Mallon

*Associate University
Librarian for Teaching
and Learning*



Emily Bush

*Instruction and Digital
Learning Librarian*

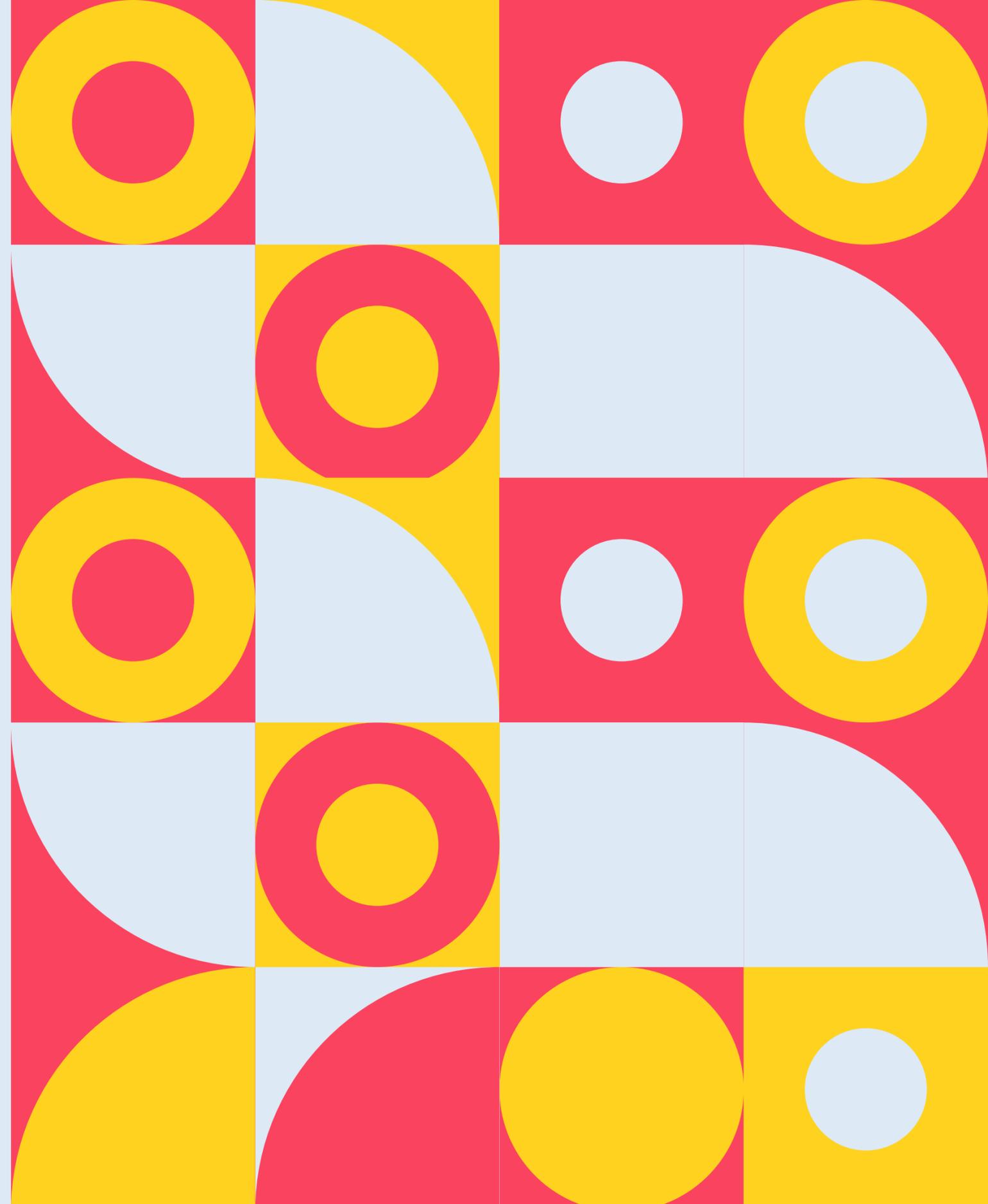
Poll

In the chat:

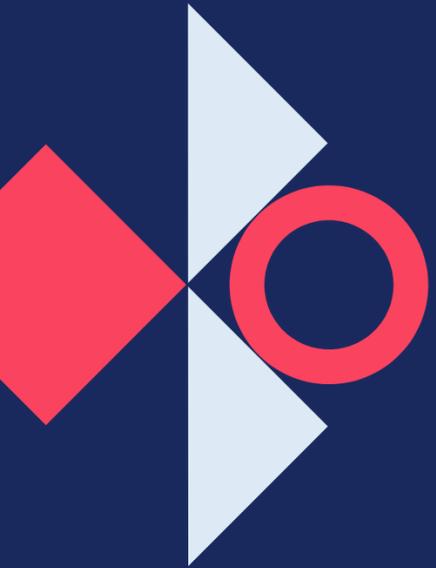
Name

Where are you from?

Where do you get your news?



Agenda



- **Course introduction.**
- **Define media literacy & its importance in the digital age.**
- **Practice applying five critical questions of media.**
- **Q&A and optional homework.**



Course Schedule

March 18th: Understanding Media Messages

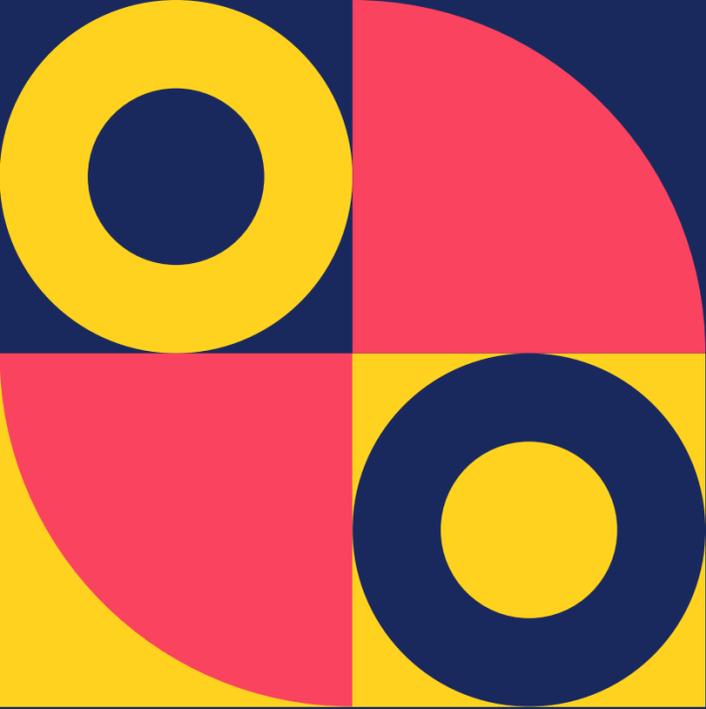
March 25th: Fact-checking, Myths, Misinformation, & Conspiracy Theories

April 1st: Digital Privacy and Security

April 8th: [NO CLASS 🕶️]

April 15th: AI Literacies

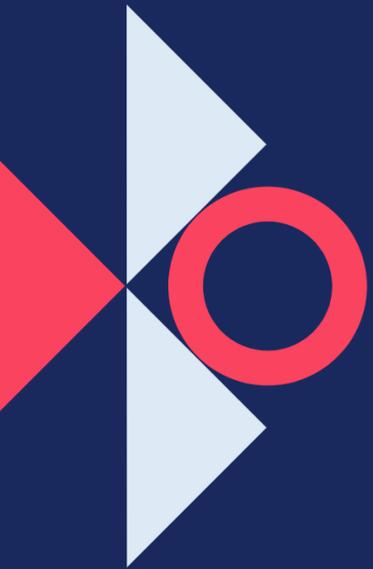
April 22nd: Maintaining Media Mindfulness



Today's Learning Goals

- Develop an understanding of media literacy and its significance in the digital age.
- Identify various types of media messages, analyze for bias and credibility.
- Recognize persuasive technique used by the media.



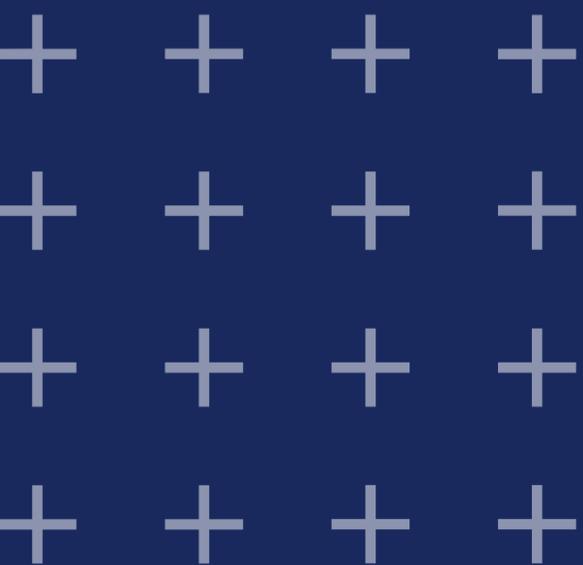


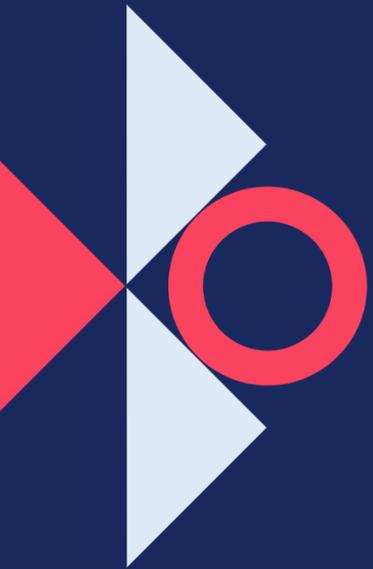
What is media literacy?

What is media literacy?

Media Literacy is **interdisciplinary by nature**. Media literacy represents a necessary, inevitable, and realistic **response to the complex, ever-changing electronic environment and communication cornucopia** surrounding us.

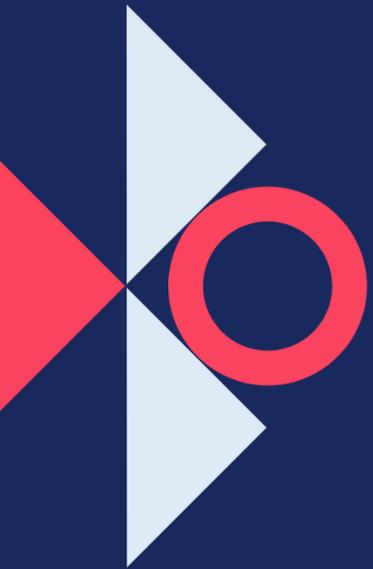
-National Association of Media Literacy Education





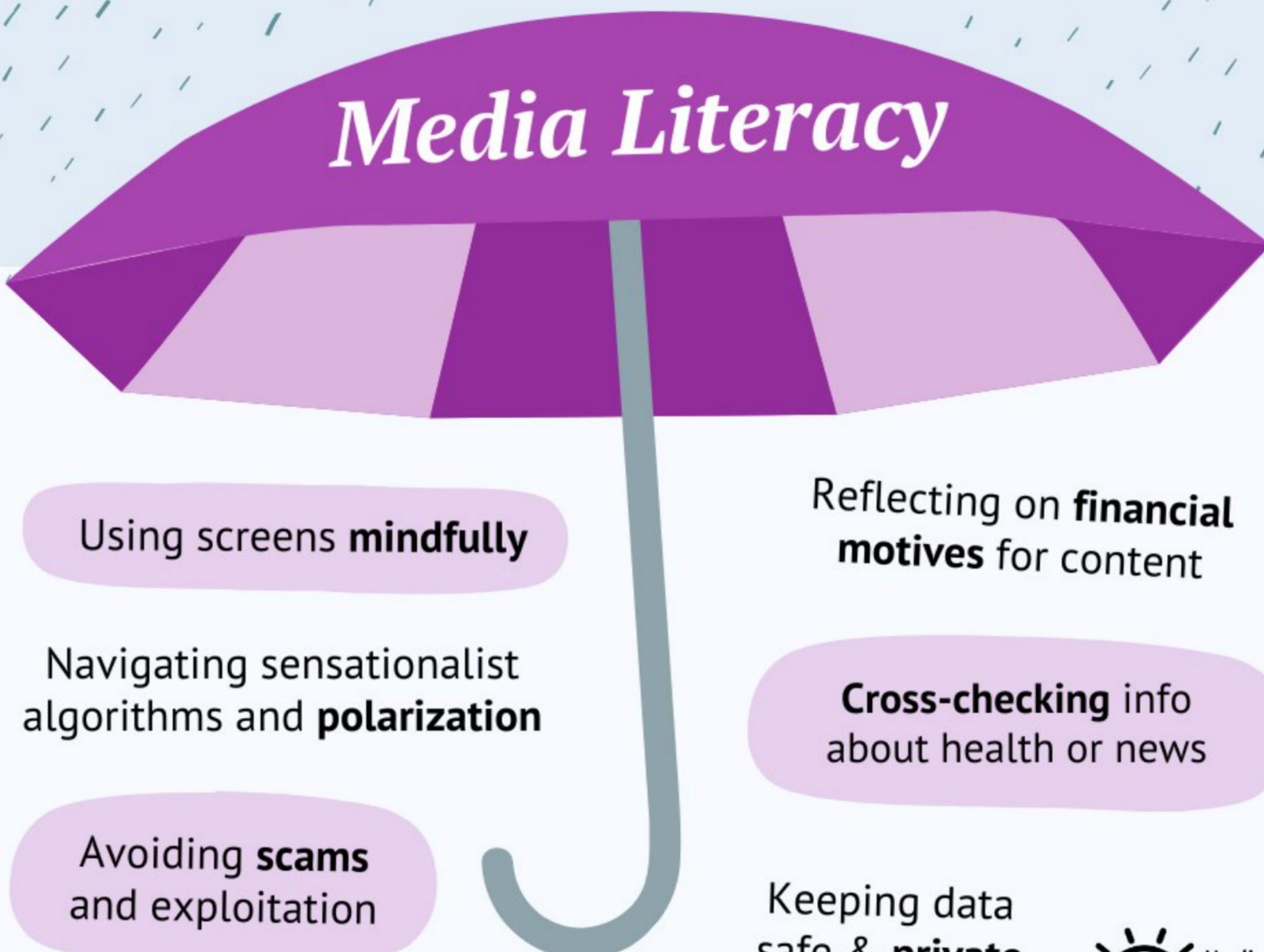
What is media literacy?

Access, analyze, evaluate, and create



What is media literacy?

Access, analyze, evaluate, and create



Media Literacy

Using screens **mindfully**

Navigating sensationalist algorithms and **polarization**

Avoiding **scams** and exploitation

Reflecting on **financial motives** for content

Cross-checking info about health or news

Keeping data safe & **private**





Consider ...



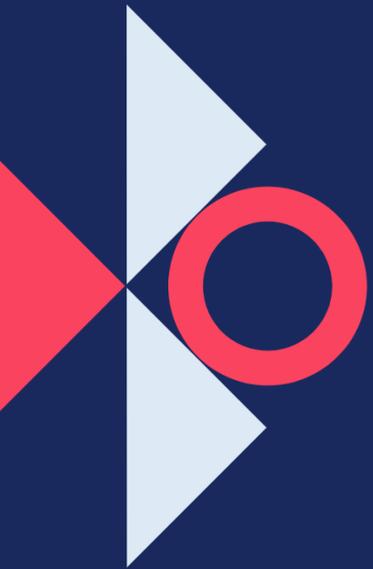
What types of media have you consumed today? Over the weekend?

Are these typical habits for you?



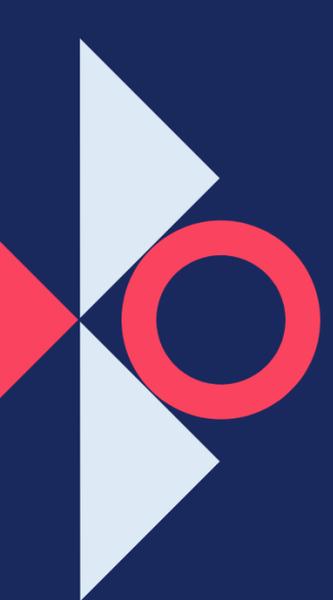
What's the purpose of the message?

Inform, persuade, sell, entertain





“The medium is the message”
Marshall McLuhan



Bush, Gore stalk stage and each other in final debate

October 18, 2000

Web posted at: 8:46 AM EDT

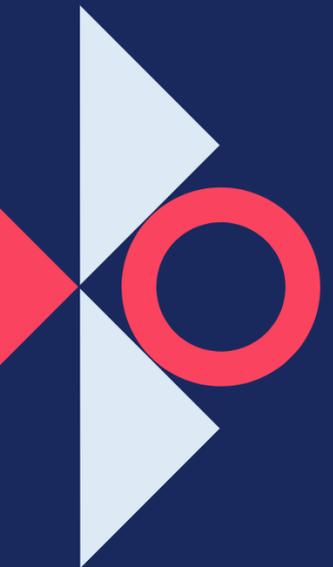
Bush, hoping to show Gore and the seated audience that he was unfazed by the vice president's movements across the stage, smiled, appeared to relax his frame as he balanced himself against his chair and met many of Gore's attacks with the occasional snort, chuckle and his trademark smirk.

The aftermath left observant, undecided voters -- whose ranks will clearly decide what is the closest presidential election in four decades -- with a host of factors to consider aside from Bush and Gore's verbal responses to a variety social and international policy queries.

Audience of 'regular folk'

The evening's 90 minutes consisted of a series of questions presented by St. Louis-area residents vetted by the Gallup organization and determined to be "undecided" voters.

Their questions were often expanded upon by the debate moderator, PBS news anchor Jim Lehrer, who attempted to maintain control of the evening's pace even while Bush and Gore asked for extra time to respond to their opponents' previous assertions. Once audience members had asked their questions, their microphones were turned off.

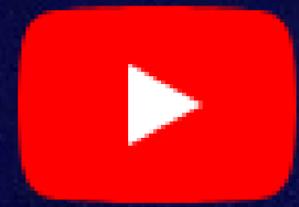


Bush vs. Gore: The third 2000 presidential debate



Share

PBS is an American public broadcast service. >



PBSO
NEWS
HOUR

Watch on YouTube



(C) 2000 B. DEUTSCH

FASCINATING LIKE A TRAIN WRECK



What differences did you notice?



How did the context affect the message?

Five Critical Questions of Media Literacy

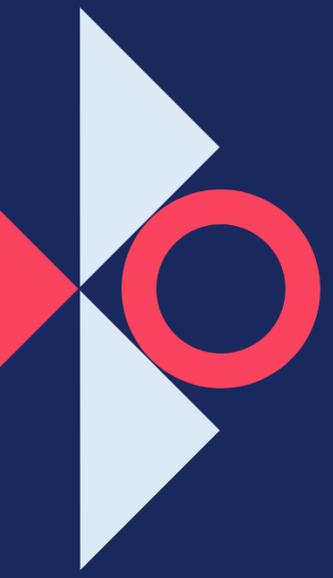
KEY QUESTIONS OF MEDIA LITERACY

- 1 Who is the author and what is the purpose?
- 2 What techniques are used to attract and hold your attention?
- 3 What lifestyles, values and points of view are represented?
- 4 How might different people interpret the message?
- 5 What is omitted from the message?

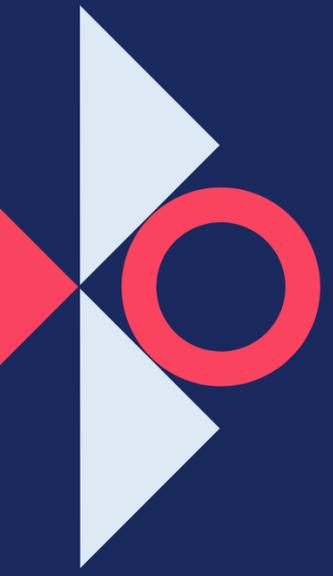


Media Education Lab

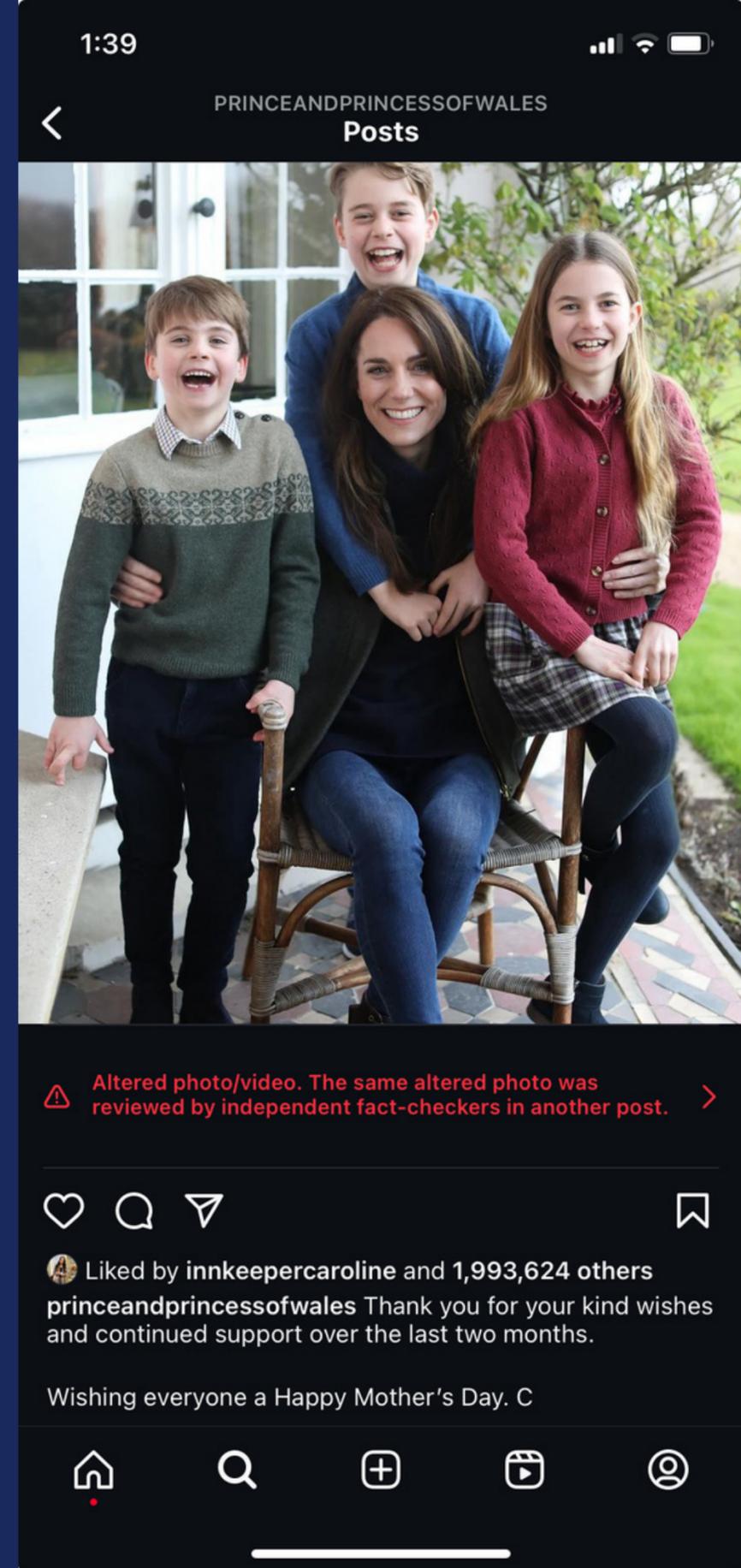
www.mediaeducationlab.com

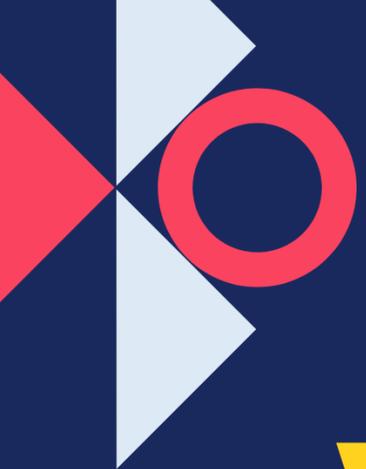


**Who is the author
and what is their
purpose?**

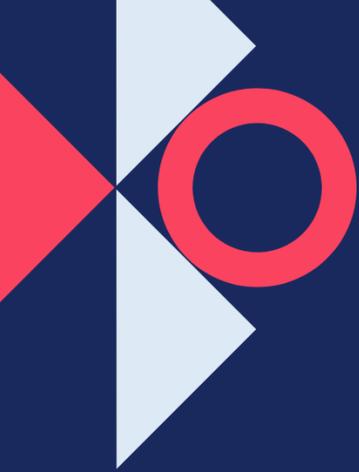


Who is the author and what is their purpose?



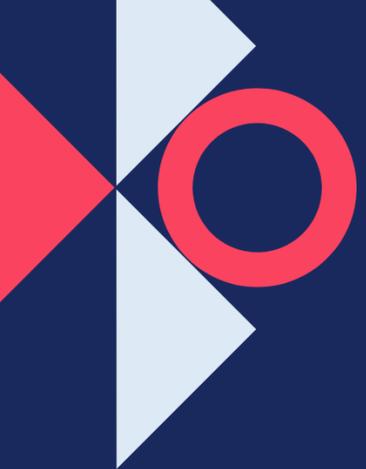


What techniques are used to attract and hold your attention?



What techniques are used to attract and hold your attention?

- **Appealing to emotions**
 - **scare tactics**
 - **creating rage**
 - **humor**
- **Bandwagoning**
- **Storytelling**
- **Repetition --> “Flooding the zone”**



What techniques are used to attract and hold your attention?

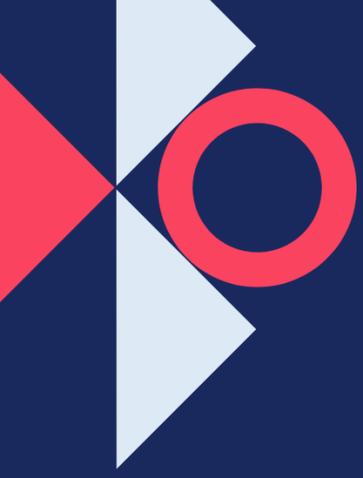


1987 Classic "Brain Frying Pan" + "From You!" Drug PSA... [Share](#)

Partnership for a Drug-Free America

Watch on  YouTube

The image shows a YouTube video player. At the top, there is a red circular profile picture and a title: "1987 Classic 'Brain Frying Pan' + 'From You!' Drug PSA...". To the right of the title is a "Share" button with a white arrow icon. The main video area shows a close-up of a fried egg on a dark, textured surface. A large red play button is centered over the video. At the bottom of the video frame, the text "Partnership for a Drug-Free America" is visible. Below the video frame, there is a dark bar with the text "Watch on" followed by the YouTube logo and the word "YouTube".

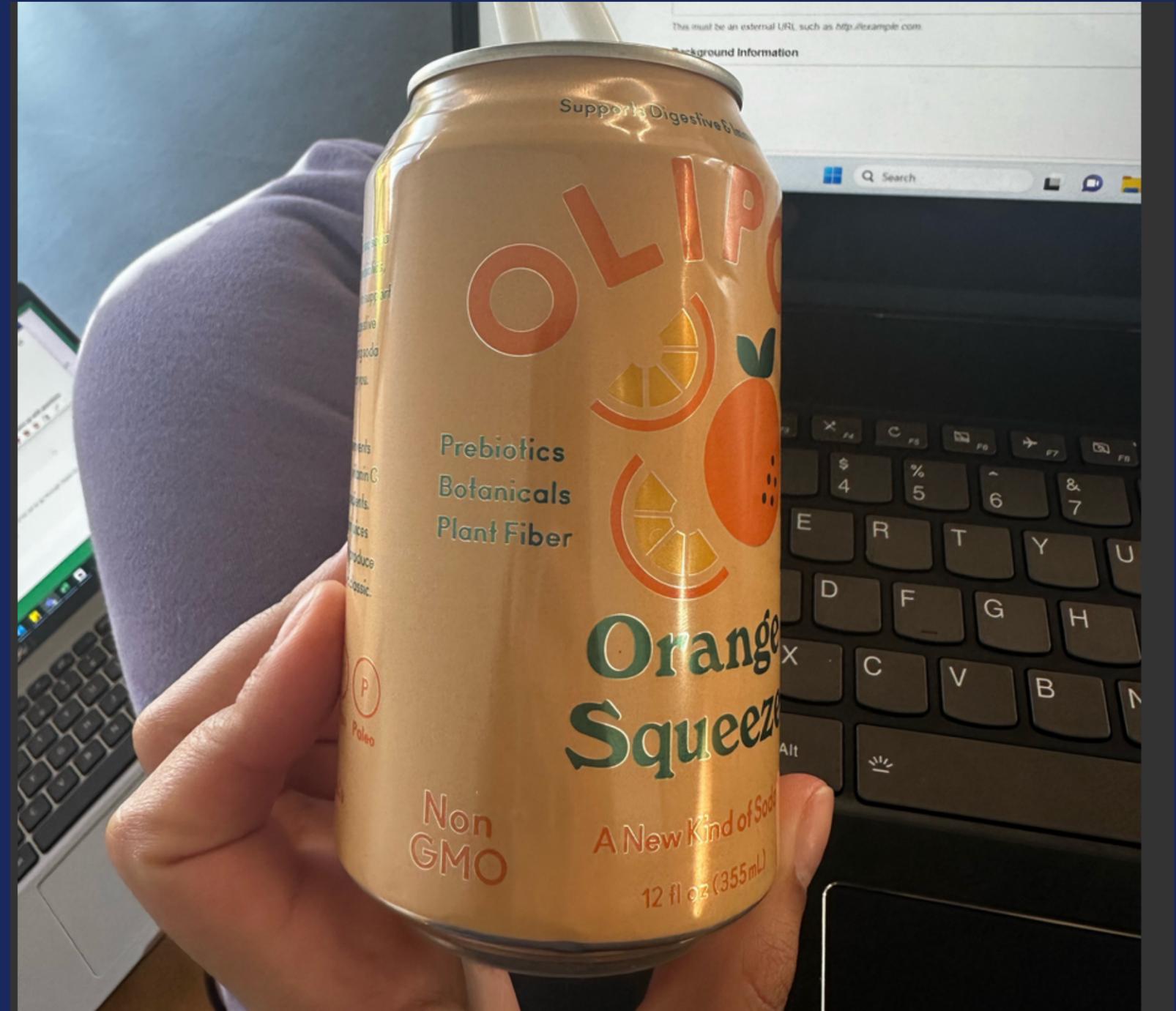


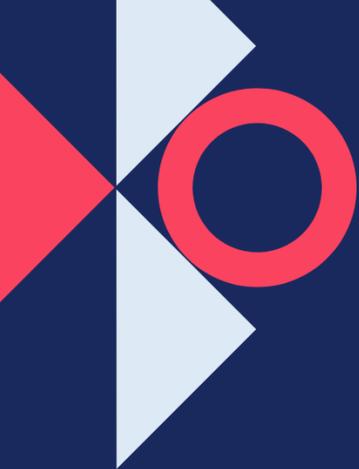
**What values, lifestyles,
and points of view are
represented?**

“MURDER YOUR THIRST”



“A NEW KIND OF SODA”

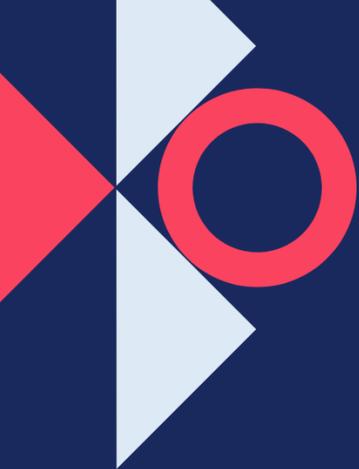




**How might different
people interpret the
message?**

How might different people interpret the message?





**What is omitted from
the message?**

What's omitted?



Todd Kunz ✓

September 27, 2022 · 🌐

"A vital part of preparing for hurricane season is to get vaccinated now.

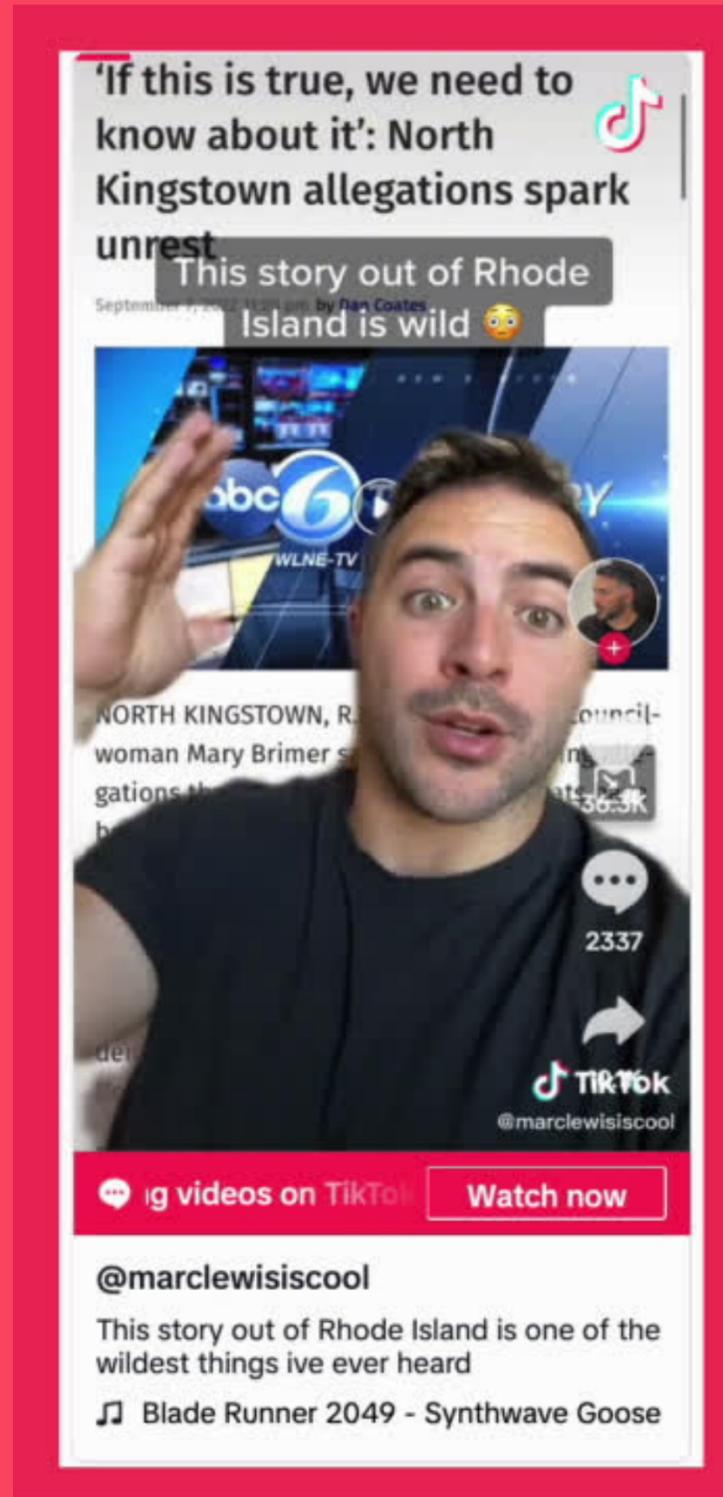
Everything is more complicated if you're not vaccinated in a hurricane or natural disaster hits."

— President Joe Biden

Video [Benny Johnson](#)



Let's analyze!



KEY QUESTIONS OF MEDIA LITERACY

- 1 Who is the author and what is the purpose?
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Media Education Lab

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OPTIONAL Homework



Keep a media mindfulness journal. Note changes to your media consumption habits, awareness of misinformation, privacy practices, etc.

For next week, apply Renee Hobbs's five questions of media literacy to a piece of media you encounter.



Questions?

Resources

[Courageous Rhode Island: Why Media Literacy Matters](#)

[Media Education Lab](#)