ACTFL 5 Cs
The application of language beyond the instructional setting for future careers and experiences
Why do we need a sixth C?

- Media consumption and literacy standards
- Heritage learners
- Inclusive definition of culture
Expanding “Connections” to Literacy Standards

- Current literacy standards emphasize the importance of understanding digital and multimodal media and the ability to analyze different points of view.
Expanding “Cultures”

- We often think of culture as external cultures, but we should also incorporate the cultures of our students.
Our courses are often designed for English speakers and focus on basic vocabulary like colors and school supplies.

Heritage speakers often have an existing vocabulary base and are interested in literature, history, and cultural topics. We need a critical examination of the pedagogy and instructional materials that are inclusive of heritage learners (Morrison and Bonyun 1984, Aparicio 1997, Draper and Hicks 2000, Valdés 2002, Carreira 2004).
The Sixth C: Critical Media Analysis
Research from Stephanie Owen and Tim Owen
Critical Media Approaches

Critical media analysis of a video

Critical discourse analysis of the lyrics based on literacy standards
Elements to examine in video:

- Narrative structuring
- Camera’s gaze
- Sound and language
- Lighting
- Included or excluded populations
Guiding Analysis: Kress Social Semiotics

https://visuallooksee.wordpress.com/2015/08/20/week-five-visual-social-semiotics-group-post/
How to have your students engage with media

- Post video to Brightspace and have students reply on discussion board
- Use VoiceThread to have students record responses
- Edpuzzle with embedded questions
Calle 13- Latinoamérica

Must post first.

Subscribe

Calle 13- Latinoamérica

Please watch the video above. As you watch, think about the camera's positioning, the use of language and sound, and the people included in the video.

After you view the video, please answer the following questions.

In your opinion, what is the message of the video?

How do elements such as the camera's position, sound, etc. challenge, create, or reinforce power?

Start a New Thread

Calle 13 Analysis

Melanie Forehand posted Feb 26, 2020 8:21 AM  

Post your reply in this discussion, please! (don't "start a new thread")

Thank you for replying to this same discussion thread, so that we can all read one

More

0
Unread
0
Replies
0
Views
Example: Calle 13 Latinoamérica

https://edpuzzle.com/media/5e56714078a03340c2dda262
How can we extend this activity?
Close reading of lyrics
- **Un pueblo escondido en la cima**, (Pista: ciudad peruana)
- **El amor en los tiempos del cólera**, (Pista: Gabriel Garcia Marquez)
- **Soy la fotografía de un desaparecido**, (Pista: “Madres de la Plaza de Mayo”)
- **Soy Maradona contra Inglaterra anotándole dos goles.** (Pista: fútbol argentino)
- **La operación cóndor invadiendo mi nido** (Pista: operación política de los EE.UU.)