Resources on Media Literacy
Available at Connecticut Clearinghouse

Audiovisuals

Advertising, The Media And Your Health (DVD)
Summary: Today’s teens are often labeled Generation M because of the extent that media saturates their lives. This program examines how different forms of media encourage young consumers to smoke more, drink more, eat more unhealthy foods, and take greater risks with sexual behavior. Using the latest tools in brain imaging, this program also demonstrates how violent video games may make people more accepting of violence while increasing feelings of anxiety or vulnerability. This presentation reminds today’s teens that as they become skilled creators of media—making their own films, music and blogs—they can learn to look critically at media tricks. Real teens deconstruct ads to expose the emotional hooks used to encourage teens to buy unhealthy products.

Consuming Kids: The Commercialization Of Childhood (DVD)
Summary: Consuming Kids throws desperately needed light on the practices of a relentless multi-billion dollar marketing machine that now sells kids and their parents everything from junk food and violent video games to bogus educational products and the family car. Drawing on the insights of health care professionals, children’s advocates, and industry insiders, the film focuses on the explosive growth of child marketing in the wake of deregulation, showing how youth marketers have used the latest advances in psychology, anthropology, and neuroscience to transform American children into one of the most powerful and profitable consumer demographics in the world. Consuming Kids pushes back against the wholesale commercialization of childhood, raising urgent questions about the ethics of children’s marketing and its impact on the health and well-being of kids.

Generation M: Misogyny In Media And Culture (DVD)
Summary: Despite the achievements of the women’s movement over the past four decades, misogyny remains a persistent force in American culture. In this important new documentary, Thomas Keith, Professor of Philosophy at California State University, Long Beach, looks specifically at misogyny and sexism in mainstream American media, exploring how negative definitions of femininity and hateful attitudes toward women get constructed and perpetuated at the very heart of our popular culture. The film tracks the destructive dynamics of misogyny across a broad and disturbing range of media phenomena: including the hyper-sexualization of commercial products aimed at girls, the
explosion of violence in video games aimed at boys, the near-hysterical sexist rants of hip-hop artists and talk radio shock jocks, and the harsh, patronizing caricatures of femininity and feminism that reverberate throughout the mainstream of American popular culture. Along the way, Generation M forces us to confront the dangerous real-life consequences of misogyny in all of its forms--making a compelling case that when we devalue more than half the population based on gender, we harm boys and men as well as women and girls.

Hip-Hop: Beyond Beats And Rhymes (DVD)
Summary: A look at the conceptualization of masculinity in hip-hop culture. Includes interviews with prominent rappers, music industry executives, and social critics.

Hooked On Sports (VHS)
Summary: Discussion starter about sports and alcohol, tobacco and gambling.

Killing Us Softly 3 (DVD & VHS)
Summary: Discusses the manner in which women continue to be portrayed by advertising and the effects this has on their images of themselves.

Media Literacy For Prevention: A Five Lesson Unit (DVD-ROM)
Summary: Includes 50 media examples -- movie clips, TV commercials, magazine ads, and graphs -- as well as a printable discussion guide containing questions and answers about each media example.

Media Literacy Toolbox (DVD ROM)
Summary: Media literacy toolbox is a complete introduction to media literacy concepts, skills, and application. It can help you improve your ability to access, analyze, evaluate, and produce media messages of all kinds, and to become an active participant in our media culture.

The Merchants Of Cool (VHS)
Summary: Frontline journeys into the world of the marketers of popular culture to teenagers. They spend their days sifting through reams of market research data. They conduct endless surveys and focus groups. They comb the streets, the schools, and the malls, hot on the trail of the 'next big thing' that will snare the attention of their prey, a market segment worth an estimated $300 billion a year. They are the merchants of cool: the creators and sellers of popular culture, who have made teens the hottest consumer demographic in America

Mind Over Media: Helping Kids Get The Message (VHS)
Summary: Viewers visit classrooms from New England to California to witness how teachers integrate media literacy into Language Arts, Social Studies and Violence Prevention. Host Al Roker interviews teachers working in the field as well as leading national voices Renee Hobbs and Ron Slaby.

Mirror, Mirror (VHS)
Summary: Mirror, Mirror is a portrait of Seattle area youth working on the film projects Terminal 187 and Just Us. This video illustrates the deconstruction-reconstruction approach to media education in order to create a conversation about media and violence. Put simply, this video "takes apart" the process of filmmaking and how it affects
viewers. Students will see a new approach modeled in Mirror, Mirror: young people working with mentors to tell their own story.

Reviving Ophelia: Saving The Selves Of Adolescent Girls (DVD & VHS)
Summary: Clinical psychologist Mary Pipher discusses the challenges facing today’s teenagers, especially girls, as well as the role of media and popular culture in shaping their identities. Ideas from her books and clinical practice are presented.

Scene Smoking: Cigarettes, Cinema, And The Myth Of Cool (VHS)
Summary: Some of the entertainment industry’s most powerful voices discuss how cigarettes, cigars, and pipes have been glamorized in motion pictures as the most popular prop of all time.

Sex: Everyone’s Doing It – Not! (DVD)
Summary: In this episode of In the Mix, teens talk about the pressures from peers and partners to have sex, the way sex is portrayed in the media, and sexually transmitted diseases. In addition, a group of teen writers and performers bring sexuality issues to light with skits that explore real-life situations.

Sex, Lies And Profits (VHS)
Introduces young people to marketing techniques to develop critical thinking skills.

Sexy Inc.: Our Children Under Influence (DVD)
Summary: Analyzes the hypersexualization of our environment and its noxious effects on young people. Experts criticize an unhealthy culture created by advertising and the media, and the many examples shown illustrate how children are reduced to consumers bombarded with images of girls treated as purely sexual objects. Recommended for Adult viewers.

Smoke Screeners: An Educational Program To Take The Glamour Out Of Smoking In The Movies (VHS)
Summary: Designed for use in a classroom or youth group setting, this program invites students to become critical movie viewers. By drawing attention to how smoking is glamorized in many current Hollywood films, Smoke screeners will increase students’ awareness of tobacco use in the movies.

Spin The Bottle: Sex, Lies And Alcohol (DVD)
Summary: By exploring the college party scene, Spin the Bottle shows the difficulties students have in navigating a cultural environment saturated with messages about gender and alcohol.

Tough Guise: Violence, Media, And The Crisis In Masculinity (DVD & VHS)
Summary: Looks systematically at the relationship between the images of popular culture and the social construction of masculine identities in the U.S. in the late 20th century. In this innovative and wide-ranging analysis, Jackson Katz argues that there is a crisis in masculinity and that some of the guises offered to men as a solution (rugged individualism, violence) come loaded with attendant dangers to women, as well as other men.
What A Girl Wants (DVD)
Summary: Eleven girls ages 8 to 16 and two classrooms of middle and high school students discuss their views on mass media and how it impacts their lives.

Books

Can't Buy My Love: How Advertising Changes The Way We Think And Feel / Jean Kilbourne
Call Number: 658.8 K48

Crack Mothers: Pregnancy, Drugs, And The Media / Drew Humphries.
Call Number: 618.32 H928

Cyber Rules: What You Really Need To Know About The Internet / Joanie Farley Gillispie & Jayne Gackenbach
Call Number: 305.235 G481

Cyber-Safe Kids, Cyber-Savvy Teens: Helping Young People Learn To Use The Internet Safely And Responsibly / Nancy E. Willard
Table Of Contents: http://www.loc.gov/catdir/toc/ecip076/2006100388.html
Call Number: 305.235 W694

Cyberbullying And Cyberthreats: Responding To The Challenge Of Online Social Aggression, Threats, And Distress / Nancy E. Willard
Call Number: 305.235 W694C

Designing And Implementing An Effective Tobacco Counter-Marketing Campaign
Also available Online: http://www.cdc.gov/tobacco/media_communications/countermarketing/campaign/index.htm
Call Number: 362.296 D457

Generation Myspace: Helping Your Teen Survive Online Adolescence / Candice M. Kelsey
Call Number: 305.235 K29

Handbook Of Children, Culture, And Violence / Edited By Nancy E. Dowd, Dorothy G. Singer, Robin Fretwell Wilson
Table Of Contents: http://www.loc.gov/catdir/toc/ecip0515/2005018302.html
Call Number: 362.76 H236

Making Health Communication Programs Work
Also available Online: http://www.cancer.gov/pinkbook
Call Number: 362.2917 M235

Media & Internet Advocacy Guide
Call Number: 362.296 M489
Reducing Underage Drinking: A Collective Responsibility / Committee on Developing a Strategy to Reduce and Prevent Underage Drinking
Table Of Contents: [http://www.loc.gov/catdir/toc/ecip047/2003018014.html](http://www.loc.gov/catdir/toc/ecip047/2003018014.html)
Call Number: 362.2917 R321

Screen Smarts: A Family Guide To Media Literacy / Gloria DeGaetano and Kathleen Bander
Call Number: 306.85 D317

Substance Use In Popular Music Videos / research conducted by Donald F. Roberts
Call Number: 302.23 S941

The Role Of The Media In Promoting And Reducing Tobacco Use / ed. by Ronald M. Davis
Summary: Provides a critical, scientific review and synthesis of the current evidence regarding the power of the media, both to encourage and to discourage tobacco use. It is the most current and comprehensive summary of the scientific literature on media communication in tobacco promotion and tobacco control. Research included in the review comes from the disciplines of marketing, psychology, communication, statistics, epidemiology, and public health. All are vital to understanding how exposure to the media influences tobacco use.
Also available Online: [http://www.cancercontrol.cancer.gov/tcrb/monographs/19/index.html](http://www.cancercontrol.cancer.gov/tcrb/monographs/19/index.html)
Call Number: 362.296 R745

What Stories Does My Son Need? A Guide To Books, And Movies That Build Character In Boys / Michael Gurian with Terry Trueman
Call Number: 306.8742 G979108

**Curricula**

Beyond Blame: Challenging Violence In The Media / Center for Media Literacy
Summary: Consists of video programs with printed materials designed to enable community groups to explore alternatives to violent entertainment while teaching the critical role that media literacy principles can play as a catalyst for challenging violence in the media. The program contains lesson plans, handouts and resources to help participants develop skills for reducing their exposure to media violence.

Changing Channels: Preschoolers, TV, And Media Violence: A Guide For Parents And Other Grownups
Summary: This kit is designed to help parents and their preschoolers deal with TV and media in a sensible, positive way. Among other things, it addresses common concerns about the effects of media violence on children. Although the focus is on TV, advice on other types of media (videos, computer games, etc.) is also provided. The kit helps to do four things: turn TV into a positive tool; make children active, critical viewers; set realistic time-limits on TV exposure; and find alternatives to TV in the child's entertainment, play, and education.
Media Literacy for Drug Prevention: A Unit For Middle School Educators
Also available Online: http://www.nytimes.com/learning/teachers/NIE/medialiteracy/

Media Sharp: Analyzing Tobacco And Alcohol Messages

Media-Smart Youth: Eat, Think, And Be Active! : A Workshop Curriculum For Youth Ages 11 To 13
Summary: Helps young people ages 11 to 13 understand the complex media world around them, and how it can influence their health—especially in regard to nutrition and physical activity.

Media Toolkit For Anti-Drug Action
Summary: Features activities which encourage media literacy such as: identifying marketing strategies; analyzing media messages in advertising, entertainment and the news; and creating anti-tobacco/alcohol ads, PSAs.

Responding To Media Violence
Summary: Suggested activities and exercises to help children explore the depiction of violence and violent images in fantasy media (cartoons), "real life" media, news and sports.

Selling Addiction
Summary: The Workshop Kit provides a step-by-step group process to unmask the myths behind cigarette and alcohol advertising; explore how ads target young people and minorities; identify seductive techniques advertisers use to distort reality and appeal to deep human needs; and develop strategies to break the media/addiction link.

Fact Sheets

Children And TV Violence And The Influence Of Music And Music Videos

Los Niños Y La Violencia En La Televisión Y La Influencia De La Música Y De Los Videos De Música

Pamphlets

Alcohol And Advertising: Five Things You Should Know

Cinco Cosas Que Las Companias De Tabaco Hacen Para Engenarte

Como Mantener Mas Seguros A Los Niños En La Internet: Consejos Para Padres Y Guardiennes

Five Ways Tobacco Companies Try To Trick You

The Internet & Your Family
Internet Safety for Young People

Is Media Violence Invading Your Home?

Let's Learn About Using The Internet Safely

Parents And Drugs: Is The Media Misleading Your Child?

Teens And Alcohol: What The Media Is Serving Today

Teens And Tobacco: Media Messages - The Unfiltered Story