



Media Literacy

Educational resources in the ESN Prevention Library

Materials are available on free loan from the Education Service Network Prevention Library for up to two weeks to residents of Will, Grundy, or Kendall counties. Call (815) 941-3231 or stop in the Grundy-Kendall Regional Office of Education in the Grundy County Administration Center, 1320 Union St., Morris, Illinois

VIDEOS IN VHS & DVD FORMATS

Ad-Libbing It (Snoqualmie Films, 17 min., VHS): This video for middle school students is an irreverent look at how advertisers try to hook young people on cigarettes and alcohol. This humorous program exposes these advertising practices and shows viewers how they are being manipulated.

Alcohol's Seduction of Teens (Peter DeBenedittis, 48 min., VHS): Industry tactics for creating child alcoholics are made plain. Subliminal sexuality and violent conditioning are documented. A real eye-opener!

Analyzing Media Influences (Discovery School, 30 min., DVD): Whether we realize it or not, the media exert tremendous influence over our thoughts and actions. This video for grades 9-12 explores how advertising manipulates teens' perceptions and helps them discover how to make better-informed choices.

Drinking It In: Mixing Alcohol Images and Kids (ImageMaster, 5 min., VHS): Short, fast-paced introduction to the bombardment of alcohol ads and images in kids' lives. Provides great segue into discussion as well as eye-opening feature for parent discussion.

In The Mix: Self Image, The Fantasy, The Reality (PBS, 30 min., VHS): The national PBS weekly series "In The Mix" examines how advertising and the media have created unrealistic and sometimes dangerous attitudes toward body image.

In The Mix: Smoking, the Truth Unfiltered (PBS, 30 min., VHS): Supermodel Tyra Banks and teen reporters co-host this program tackling smoking prevention. This high-energy, in-depth video dispels common misconceptions and focuses on the shocking truth about nicotine addiction. Aimed at teens.

Jolts and Tricks: How the Media Hook Kids (National Institute on Media and the Family, 21 min., VHS): Video, discussion guide, and CD provide expert information, discussion points, and activities for educating adults about the effects of media on early childhood development.

Just Do Media Literacy (Peter DeBenedittis, 60 min., VHS): Experts and students demonstrate media literacy theory and practice in this hour long media literacy course. Teacher's Guide Included.

Making a Killing (INFACT, 29 min., VHS): Reveals the burning truth in once-secret corporate documents and shows shocking international promotion of American brands, including free cigarette giveaways.

Media Literacy for Health: Teens Talk Back! (NMMLP, 2001, VHS): In this fast-paced video, teens explore their media culture, discovering the techniques and strategies used to promote unhealthy products and lifestyles. Excellent introduction to curriculum entitled "Media Literacy for Health."

Pack of Lies (AGC, 19 min., VHS): This video examines the many ways and reasons behind how tobacco companies target their products to teens. An up-close look at a variety of ads from the early 1950s through the present shows how the tobacco industry has switched its focus from an adult audience to younger, more vulnerable teens.

Parenting to Protect Children (Peter DeBenedittis, 55 min., VHS): Video discusses what parents can do to ensure their values are not eroded by the compulsions media seeks to create in children. Addiction, compulsive spending, brain research, violence, and parenting tips are covered.

VIDEOS, Continued

Rebelling Against Tobacco Ads (Peter DeBenedittis, 55 min., VHS): Secrets of tobacco advertising are powerfully revealed. Targeting of boys, girls, and minorities is uncovered. Body image ploys are exposed. This video promotes quitting.

Scene Smoking (CDC, 59 min., VHS): This documentary film by Terry Moloney interviews professionals from the entertainment field and from health care to discuss what they think about the depiction of tobacco in film and television.

Seduce Me (Peter DeBenedittis, 66 min., VHS): Dr. Peter DeBenedittis exposes the manipulation behind the glamour used to market destructive lifestyles. The video explores media's impact on body image, sexual assault, eating disorders, and binge drinking.

SmokeFree TV (Hazelden, 20 min., VHS): Short, upbeat, educational video for 5th through 8th grades offers a variety of engaging, youth-focused vignettes to help students learn about the health risks associated with nicotine use and addiction.

Smoke Screen (Gateway Communications, 20 min., VHS): The former "Winston Man" model used to help sell cigarettes, but now speaks out about the advertising tactics of the tobacco companies. This video examines how kids are targeted and deceived by the tobacco companies.

Taking Charge of Your TV (The Family and Critical Viewing Project, 4 min., VHS): Rosie O'Donnell hosts this short video that tells parents four easy steps they can use to begin a dialogue that turns TV viewing into a positive and educational experience for the whole family.

TV Violence and You (Films for the Humanities & Sciences, 30 min., VHS): Well-known expert on violence George Gerbner analyzes one week of television shows to determine their level of violence. The effects on viewers of both blatant violence and subtle violent imagery are examined.

Unplug Your Kids (National Institute on Media and the Family, 10 min., VHS): Video and discussion guide provide a powerful tool to help parent educators and community groups teach responsible media habits to parents, caregivers, and educators.

Virus of Violence (Center for Successful Parenting, 44 min., VHS): Host Martin Sheen and world-renowned experts take you on a frightening tour of media violence and the impact it has on society.

CURRICULA & RESOURCES

Beyond Blame: Challenging Violence in the Media (Center for Media Literacy): Participants in the Beyond Blame program will learn to see the links between make-believe violence and real violence, while developing skills for reducing their exposure to violence in the media. The Beyond Blame program is available in three packages: Introduction and Overview with Town Hall Presentation; Elementary and Middle School Curriculum (8 lessons in each); and Teen/Adult Program and Parent/Caregiver Program (7 sessions in each). The packages contain lesson plans, ready-to-use handouts, and audio/video resources developed by a team of media literacy educators and violence prevention specialists.

Blowing Away Big Tobacco's Big Lies (NMMLP, 2003): This CD for PC/Mac contains over 250 media examples (pictures and movie clips) with detailed questions and answers for teachers, parents, and workshop leaders.

Corporate Deceit: Big Tobacco's Target (Peter DeBenedittis, Windows and Mac): This eye-catching PowerPoint presentation features 56 recent tobacco ads set next to damaging quotes from secret tobacco industry documents. It is a useful tool for exposing the real message in tobacco ads.

Los Medios y la Salud (NMMLP, 2006, Windows and Mac): This Spanish-language media literacy CD-ROM addresses six key issues affecting the health of young people today. It is designed for classrooms, family discussions and other group settings. PC/Mac compatible.

Media & Wellness (NMMLP, 2000): This CD-ROM curriculum teaches students to challenge media messages shaping our attitudes, actions and lifestyles in our media-saturated society. The lessons help students learn about the influences of risky behaviors often portrayed in the media and make choices that follow paths to healthy living. PC/Mac compatible.

Media Literacy for Health (NMMLP, 2001): This CD for PC/Mac contains a complete media literacy curriculum with 48 lesson plans grouped in four grade strands: K-2, 3-5, 6-8, and 9-12. Contains over 300 printable pages of media literacy skills and health information.

Media Sharp: Analyzing Alcohol and Tobacco Messages (Centers for Disease Control and Prevention): Five-module kit contains VHS video and handout masters for instruction for teens in media literacy, including glamorization, marketing and branding, selling to youth, and “media mapping.” Additional, updated DVD available to accompany Media Sharp curriculum.

Reversing Addiction in Our Compulsive Culture (NMMLP, 1999): This CD for PC/Mac provides interactive presentations on five prevention issues. Includes over 200 media examples with printable talking points.

Secrets Through the Smoke (Centers for Disease Control and Prevention): Handbook and 55-minute educational video are designed to promote critical thinking and stimulate discussion about the how the tobacco industry has used the science of addiction, along with effective marketing practices, to promote the use of tobacco. The video provides the perspective of former senior-ranking tobacco executive Dr. Jeffrey S. Wigand who was featured in the movie “The Insider.”

Smarter Than Your Average Teen! (Peter DeBenedittis, 2001): This media literacy curriculum for the prevention of drunk driving and underage drinking features nine lessons on critical thinking. The kit includes a CD-ROM game, VHS video, teaching guide, and handouts. Suggested for 7th through 9th grade.

Something Stinks in Hollywood! (NMMLP, 2005): This DVD includes over 50 scenes from recent movies, a printable discussion guide with questions and answers for each movie scene, and background information about the issue of smoking in the movies.

Smoke and Mirrors (National Institute on Media and the Family): This curriculum for grades 5-8 is designed to help students understand media literacy and tobacco use. It addresses learner outcomes around critical thinking, decision-making, problem-solving, group work, research, and written and oral communication.

The Strongest Link: The DWI Prevention Game (Peter DeBenedittis, Windows and Mac): This computer-based quiz show game helps students have fun while learning about social norms and the prevention of drunk driving and underage drinking. Requires Microsoft PowerPoint.

Understanding Media (Peter DeBenedittis, Windows and Mac): This complete teaching resource features 33 skills applied to 35 issues. Over 200 media images, including 74 videos and 400 pages of explanatory text are included.