



Introduction:

We are constantly bombarded by media messages in all we do - watching television, reading the newspaper, advertisements on buses, pop-up ads when surfing the internet, and so on. Being "media literate" - this means that we are able to decode messages and understand the intentions of the "media makers" - is an important life skill to have. By examining a variety of media and the ways in different groups of people are portrayed, you will become more aware of why we see people and the world the way we do.

Task:

You are working as an investigative journalist for W5H, a Canadian news magazine. Stereotyping and bias in the media have become a "hot" topic. Your editor has asked you to do an investigative research piece examining how different groups of people are portrayed in the different media. Your story will be broadcast on CEC Network Programming. Your editor has given a few suggestions for your piece:

- choose one group in society (e.g., men, women, teens, senior citizens, ethnic groups, religious groups, etc.) and compare how they are portrayed in several different media (e.g., newspapers, magazines, television, film, advertisements, etc.)
- choose one medium (e.g., newspapers, magazines, television, film, advertisements, etc.) and examine how a variety of groups in society (e.g., men, women, teens, senior citizens, ethnic groups, religious groups, etc.) are portrayed

Remember...most investigative journalists try to present both sides of the story, but ultimately, try to make a point to persuade their viewers toward one perspective based upon their research.

You can choose to do your broadcast in front of a live studio audience, or videotape your report. Feel free to include any pictures, charts, diagrams, etc. that you feel will best get your point across.

Also...successful investigative journalists (e.g., Alan Fryer, Victor Malarek, Barbara Walters) have a distinct personality and signature style of delivering their report. Be sure to consider this as you come closer to your broadcast deadline.

Process:

- What is media? Hard news vs. investigative journalism - find out the answers to these questions as you navigate through the following websites. Be prepared to share your understanding
- 3. Read "Hurricane Katrina and the 'Two-Photo Controversy'". Jot down notes on your responses/opinions to the first six discussion questions (in preparation for tomorrow's small group discussion).

Resources:

Student page - http://www.ldcsb.on.ca/schools/cfe/RPT/RPT_Reporter/student.html

Parent page - http://www.ldcsb.on.ca/schools/cfe/RPT/RPT_Reporter/student.html