

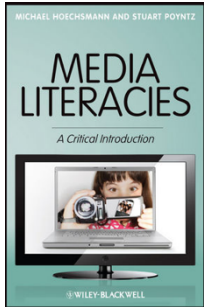


# *What is your definition of media literacy?*

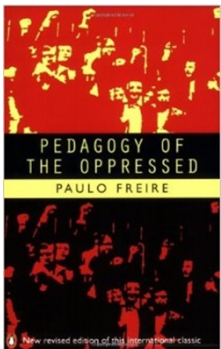


Institute of  
Media Research  
and Training

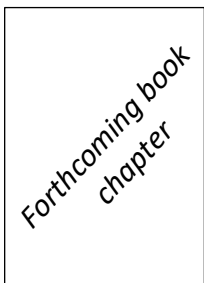
1. Radical media education
2. Ideology in media
3. Oppression in media
4. Review, reflect, and revise



**Critical Media Literacy** “... is a set of competencies that enable us to interpret media texts and institutions, to make media of our own, and to recognize and engage with the social and political influence of media in everyday life” (Hoechsmann & Poyntz, 2012).



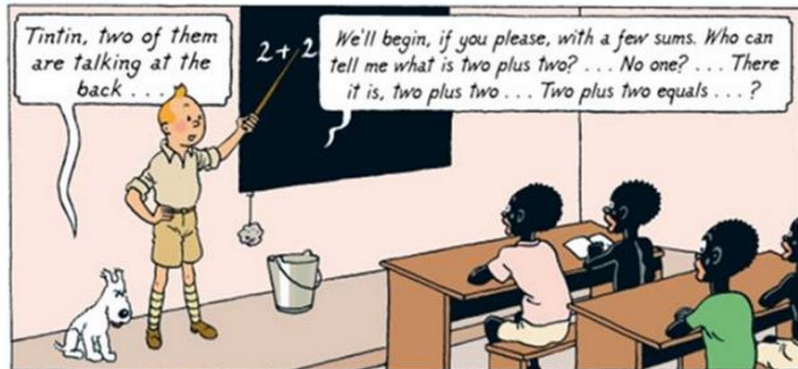
**Media Literacy of the Oppressed** “... reframes existing concepts and competencies, engages local communities in the reinvention of media literacy, integrates media literacy critical reading and writing/production as well as participatory activism, prioritizes problems of the oppressed communities....” (Melki, 2017).



**Radical Media Education** “... moves beyond critique to raise awareness of and practice forms of social movement media, including learning tactics for disrupting hegemonic media practices” (King, *forthcoming*).



Why does Hall (1990) say racism is one of the most **profoundly naturalized** of existing ideologies?

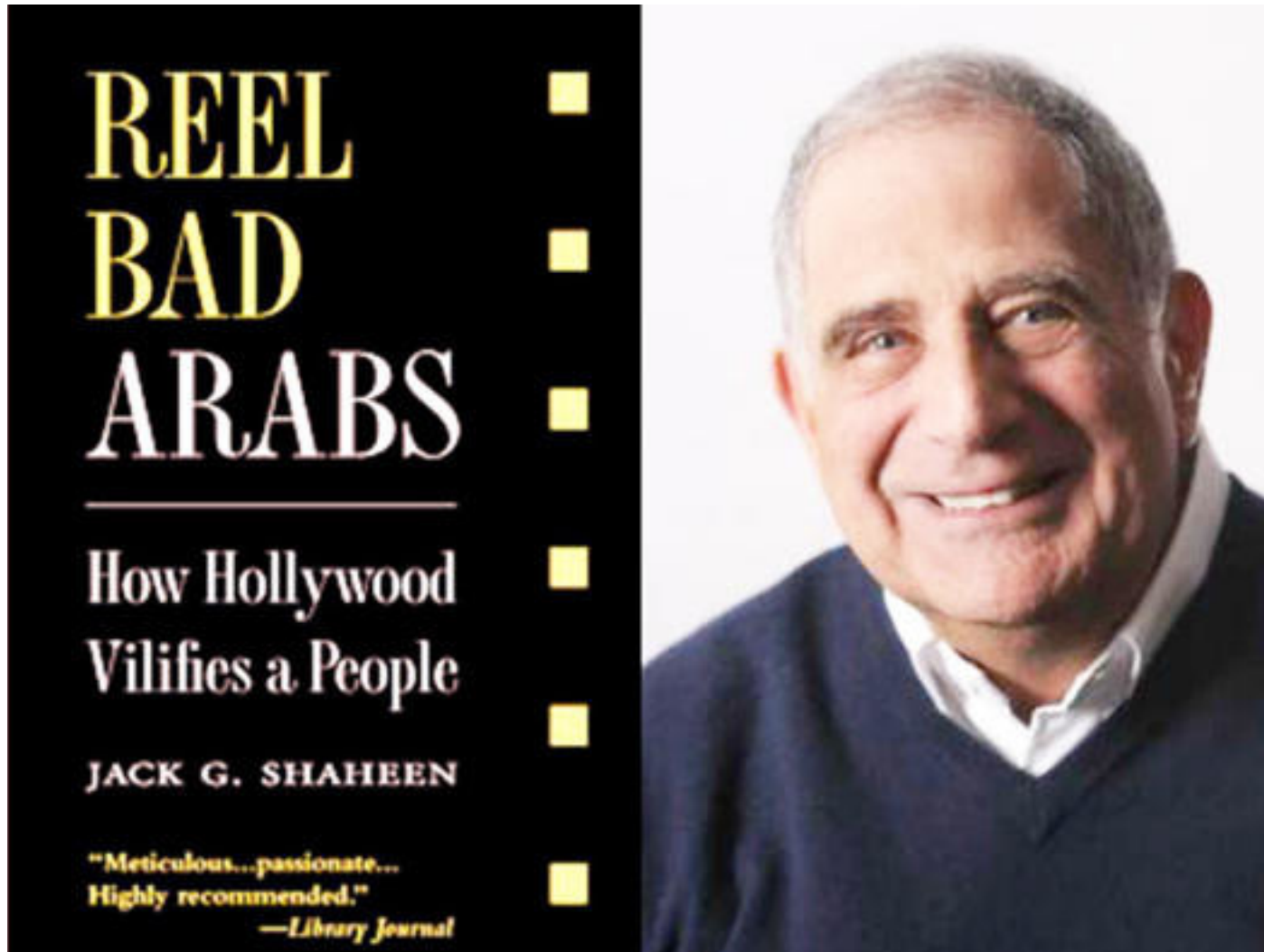


Can you think of any media representations that is **overtly** or **inferentially** racist?



Race, gender, glass: the politics of news (Stuart Hall, *Media Theorized Series*):

[https://www.youtube.com/watch?v=FWP\\_N\\_FoW-I](https://www.youtube.com/watch?v=FWP_N_FoW-I)



*Planet of the Arabs* (Jacqueline Salloum, 2014): <https://vimeo.com/100777821>





Patriarchy is represented within *Bab el-Hara* in various ways. Zeina Zaatari distinguishes between:

- Undesirable masculinity
- Militarized masculinity
- Antimodern masculinity

Violence as Romantic in Lebanese Music Videos –  
The other face of patriarchal violence (Nizar Hassan, 2014):

[https://www.youtube.com/watch?v=QB-IH\\_YY1wU](https://www.youtube.com/watch?v=QB-IH_YY1wU)



## **BARNES** **Disabling Imagery**

*The Undateables* – Airing for 10 years on BBC



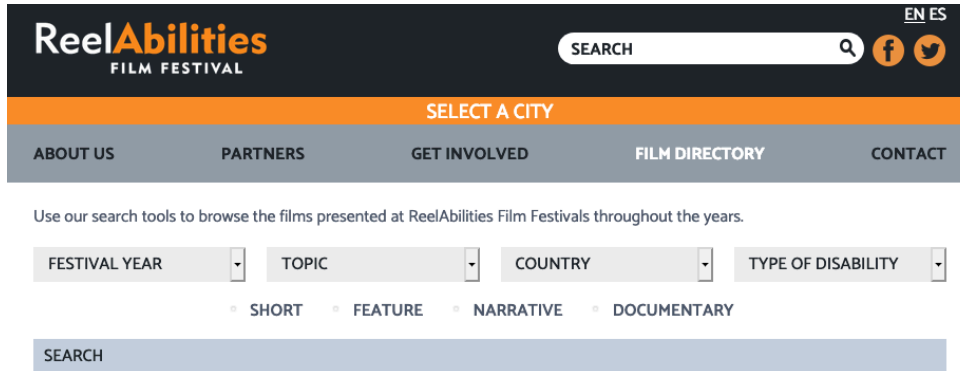
### **DISABLING IMAGERY AND THE MEDIA**

An Exploration of the Principles  
for Media Representations of Disabled People

the First in a Series of Reports

COLIN BARNES

- **Pitiable and Pathetic**
- Object of Violence
- Sinister and Evil
- Atmosphere or Curio
- Super Cripple
- Object of Ridicule
- Their Own Worst and Only Enemy
- Burden
- **Sexually Abnormal**
- Incapable of Participating Fully in Community Life
- Normal



<https://reelabilities.org/film-directory/>

## QUESTIONS:

1. How is this an example of **first-person presentation**?
2. Is this **visual activism**?
3. Does the film offer the audience **aesthetic reprogramming experiences**?



*In My Language* (Amanda Baggs, 2007)

<https://www.youtube.com/watch?v=JnylM1hI2jc>

July 2012, according to Sahar Mandour (2013), was “a turning point in the **discourse on sexuality** ... moving in the course of one week from **shaming homosexuality** to **shaming institutional homophobia**.”

- Media discourse on sexuality
- Representation of sexuality
- Policing of sexuality

Videos from HELEM:

<https://www.youtube.com/watch?v=Grn86Xo2gOY>

<https://www.youtube.com/watch?v=7bPKrXCk4AY>





## ACTIVITY **Oppression in Media: Activism and self-representation**

Work in groups of 3-4 people and prepare the following to share:

- What **media oppression** (racism, patriarchy, ableism, homophobia) do you want to resist?
- Are you proposing a **campaign**? Define your message, target audience(s), and online/offline tactics (with at least three activities).
- Are you proposing a media **production**? Define your medium, what is the message, and include at least three details about the proposed production.



Radio Free Palestine: <http://RadioFreePalestine.org/>

## LAST WORD **Review, Reflect, and Revise**

FIRST – **Review, reflect, and revise** your definition of media literacy.



SECOND – Prepare **to share** your revision.

## REFERENCES Thank you!

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