What is your definition of media literacy?

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
How are Arabs Portrayed in Hollywood Films?

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

- **Undesirable** masculinity
- **Militarized** masculinity
- **Antimodern** masculinity

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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)
The Undateables – Airing for 10 years on BBC

- 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

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
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=JnyI1m1l2jc
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
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 your 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.

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

SECOND – Prepare **to share** your revision.
Thank you!


