

# MEDIA LITERACY IN THE CLASSROOM

**What is media literacy?** The ability to analyze, decipher, and apply critical thinking skills to all forms of media messages, from music videos, news programming, and web content, to product placements in films and video games.

**Why does it matter?** In a world where audio-visual communications are arguably our primary and most influential language, media literacy is both part of BC curriculum, and an essential part of every student’s education.

## WORKSHOP EXAMPLES



- Examine the influence of media saturation with games, screenings, and activities.
- Discover new ways to respond thoughtfully and critically to consumer society.
- Adaptable for Grades 3-12; can be paired with films such as *Wall-E* (for elementary students) and *The Truman Show* (for secondary students).



- Grasp and critique the role of corporations in charitable causes by examining “greenwashing” and other cases.
- Learn and discuss options for supporting causes that bypass corporate publicity schemes.
- Adaptable for Grades 6-12; can be paired with films such as *Pink Ribbons, Inc.* and *Thank You For Smoking* (for secondary students).

More workshops at [theCinematheque.ca/education](http://theCinematheque.ca/education)

FULL DAY WORKSHOP **\$600**      HALF DAY WORKSHOP **\$300**

Student groups of 30-150 accommodated • At your school or on-site at our theatre • Call for fundraising suggestions