

AIMS Mini-Grant Application
Phoenix Academy
1900 Cleveland Ave.
Decatur, IL

Lead Teacher: Monica Hayes

Violence in the Media

Literacy has traditionally been centered on reading and writing. In the Information Age, however, students are required to sift through movies, television, internet, etc. Media can be a good teacher. The question is: What is the lesson plan? Without guidelines, children are exposed to content that is confusing, frightening and/or inappropriate.

Advertisers want to especially reach young adults. Advertisers can make you feel inadequate; their solution is to buy the product. Our attitudes towards work, school, government, and family can all be influenced by the media. I intend to give students some tools to help them analyze and evaluate media.

Utilizing Jackson Katz "Tough Guise" and Jean Kilburn's "Killing Us Softly" as the foundation for this project, I want students to look critically at the media. According to "Cable in the Classroom," there are five things everyone should know about media:

1. All media messages are constructed
2. Each person interprets messages differently
3. Media has commercial interests
4. Media has value
5. Each medium has its own language and style

These would be the focus of my unit.

Duration of the project: Approx. five weeks

Intended Benefit of the Project and Needs Addressed:

Middle School children tend to believe that what they see in the media is the norm not the exception. Through this unit students will:

- Become active and critical thinkers about media
- Develop criteria for making decisions about media use
- Find and identify quality media resources
- Talk about what media they are consuming and why

Budget Explanation:

Using the software “Violence in the Media”, students act as a member of an advertising team. They will be required to make decisions that will impact the company they work for. They will be immersed in the issues of violence in the media, censorship and free speech. The other supplies will be used for implementing the lesson.

Project Monitoring and Evaluation:

Students will be required to evaluate different types of media critically. They will examine the flaws, look for the target audience, and find the underlying messages. They will produce their own media messages.

Budget

Violence in Media	
Tom Snyder software	149.00
Shipping	30.00
Teen Magazines.....	30.00
Craft Supplies.....	40.00
Blank video tapes.....	20.00
Blank CD's	30.00
Total	299.00