

EDITION DW AKADEMIE

#2018

MEDIA DEVELOPMENT

Media and information literacy

A practical guidebook for trainers

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Media and information literacy



Understanding media

Open questions can be helpful for understanding media. For example: What is typical for the medium? What type of medium is it? Who creates the content? Who finances the medium? How does the medium ensure its own income? How much time is needed to create a message in the medium? Who is the target audience? What options do media makers have for sending their messages? What are typical messages? How can messages be manipulated by the media maker?

Newspapers and magazines



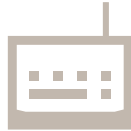
Traditionally newspapers and magazines are printed, non-electronic media, but nowadays many are also published electronically on the Internet. Funding for newspapers and magazines often comes from companies or private individuals, and sometimes from the state. Occasionally, newspapers or magazines are not owned by individuals or companies — as is the case with community media — making them more independent of special interests. Media makers include text and photojournalists, editors, editors-in-chief, typesetters, designers, printers and (online) programmers. Media messages are expressed by headlines, written texts, different font sizes and colors, drawings, and caricatures as well as black-and-white or color photographs. Print media are generally published regularly and frequently: daily, weekly, or monthly. The time needed to create a newspaper or a magazine ranges from one day to a month. Their frequent publishing schedule allows them to pick up and report on current stories and events. Income comes from the sale of and subscriptions to the medium, as well as the placement of advertisements in the newspaper or magazine. Media owners who spend money to finance a medium often want to influence the selection of topics and special viewpoints.

Books



Traditionally, books are a printed, non-electronic medium, but nowadays some are also published as e-books, which can be read on a tablet, computer, or e-book reader. Funding for books often comes from publishers and companies. Media makers include authors, editors, typesetters, publishers, and printers or programmers (for e-books). Media messages are expressed by the book's cover — the composition and design, title, illustrations, and information about the book and author — and, of course, by the content of the book itself. Books can be categorized according to their content, e.g. literature, fiction, non-fiction, guidebooks, specialized books, or textbooks. The time needed to create a book ranges from a few months to many years. Income is generated by the book's sales. To increase sales, many publishers spend a lot of money on advertising in newspapers, radio, television, and on posters.

Radio



Radio is a non-printed, electronic medium. Nowadays, many radio stations also broadcast via the Internet. Funding for most radio stations comes from companies or private individuals. Sometimes the state also owns radio stations, but it's rare that local communities do. Media makers include radio journalists, producers, on-air hosts or moderators, editors in chief, editors of the day, and musicians. A radio can go on air with just a few people involved, sometimes as few as a moderator, technician, and an editor of the day. Many radio programs are pre-produced before they are broadcast and the moderator receives texts from the journalists. Media messages are expressed by the selection of program content, voices, spoken language, music, and sounds and contain (current) information and entertainment. The time needed to create a radio broadcast ranges from minutes to weeks or even longer, depending on the radio show and the particular topic. The station's income comes mainly from the advertising slots it sells. Some radio stations receive money from their owners or from listeners' fees; community radio stations often rely on donations.

Movies



A movie is a non-printed, electronic medium generally first shown in public movie theaters and often later released on DVD or Blu-ray disc, or (often illegally) the Internet. Funding for movies is complex. Before a movie is made, the author and the director look for someone to finance it. The amount of money needed to make a movie varies, but it is often a very expensive undertaking. Funding can come from private individuals (a producer or producers) or large production companies. Often movies are co-financed by television stations or big companies in return for product placements in the movie (e.g. the heroes might drive a Mercedes, BMW, or another specific car brand). Media makers for movies often number in the hundreds or even thousands. They include directors and co-directors, authors, actors, cameramen, sound designers costume makers, location scouts, stuntmen, and hundreds of special effect editors, to name just a few. Media messages are expressed via the genre, story, dramaturgy, setting, characters, actors, costumes, visual realization (brightness or darkness, colors), sound elements (voices, music, sound effects) as well as the editing. The time needed to create a movie ranges from around half a year to several years. The income comes from the companies financing a movie as well as the proceeds from tickets sales, DVD or Blu-ray disc sales, merchandising, and fees paid by TV channels for broadcasting rights or by viewers for digital streaming rights. To increase ticket sales, movie makers usually spend a lot of money on advertising (cinema trailers, posters, television ads) to attract the widest possible audience.

Television



Television is a non-printed, electronic medium. Many television shows are put online after they are broadcast and can be viewed on the Internet. Funding for television channels comes from the state, from viewers' fees, or from companies or individuals. In some countries, citizens donate money to fund television broadcasters. Media makers include program directors, on-air hosts or presenters, television journalists, editors in chief, editors of the day, camera operators, sound engineers, cutters, actors, celebrities, politicians and musicians, to name just a few. Media messages are expressed by the selection of program content, the program content itself, the selection of hosts or moderators, written and spoken texts, visual implementation, and sound effects. The time necessary to create a television program varies. It takes anywhere from a few hours to one month to create one news broadcast or TV show. Most income comes from the sale of advertising slots. In some countries, every citizen pays taxes to support television channels that are owned by the state. If a company or private individual spends money to fund a television channel, they often want to influence the channel's selection of topics and viewpoints.

Video games



Video games are a non-printed and electronic medium. They can be played on game consoles, computers, and cell phones. Depending on a game's complexity and scope, the funding for video games comes from the huge game industry, small game companies, and sometimes from private programmers. Media makers include art directors, game designers, programmers, designers, level designers, composers, sound designers, and authors, to name just a few. Media messages are expressed by the genre, setting, story, heroes, interactive options, the objective of the game, and the language used, as well as the audio and visual implementation of the game. The time needed to create a video game depends on its complexity and the platform it is created for, and ranges from one day to a few years. Most income comes from selling the game to target audiences, advertisements before or during the game, and the sale of in-game features.

Internet (computer/cell phone)



The Internet is a non-printed, electronic medium. It can be accessed using special hardware, including computers, cell phones, tablet computers, game consoles and e-book readers. There is no specific funding for the Internet, which sets it apart from other media. Equipped with the necessary knowledge and technological opportunities, people can become the "owners" of their content on the Internet. Nevertheless, companies, the state, and private individuals own special websites, blogs, and Internet platforms that many people use, such as YouTube, Facebook, and Google. Media makers include programmers, web designers, and IT specialists, as well as authors, journalists, citizens, and media makers of other media types. The interconnection of all media content that can be found on the Internet is referred to as media convergence. Media messages are expressed by their design, written language, headlines, font colors and styles, images, videos, sounds, and interactive options, to name just a few. The time necessary to create Internet content depends on the content itself, and can range from just seconds to months. Most income is generated by on-screen advertisements, and selling user data and products. Often the web content itself generates no income but is used for providing information and spreading ideas, as well as for self-expression and socializing with others.

Social media (computer/cell phone)



Social media are platforms on the Internet, and are a non-printed, electronic medium. Social media can be used on computers, tablet computers, and cell phones. Funding for social media comes from companies. Facebook was developed in 2004 by then 20-year-old Mark Zuckerberg and others, and is now operated by Facebook, Inc. Media makers include programmers, web designers, and IT specialists who provide the platform, as well as billions of network users — generally individuals, companies or groups of people — who produce and share content. Media messages are mostly expressed by written language and images, as well as shared links, videos and sound. The time it takes to create content for social media is usually short, often ranging from a few seconds to a few hours. Income for programming and managing social media platforms is generated by selling on-screen advertising, and selling user data to companies, institutions or governments willing to pay for the data. Users often don't earn money for their content, except for famous bloggers or video bloggers (vloggers) who receive some income from advertising or from companies paying for product placement in the videos.

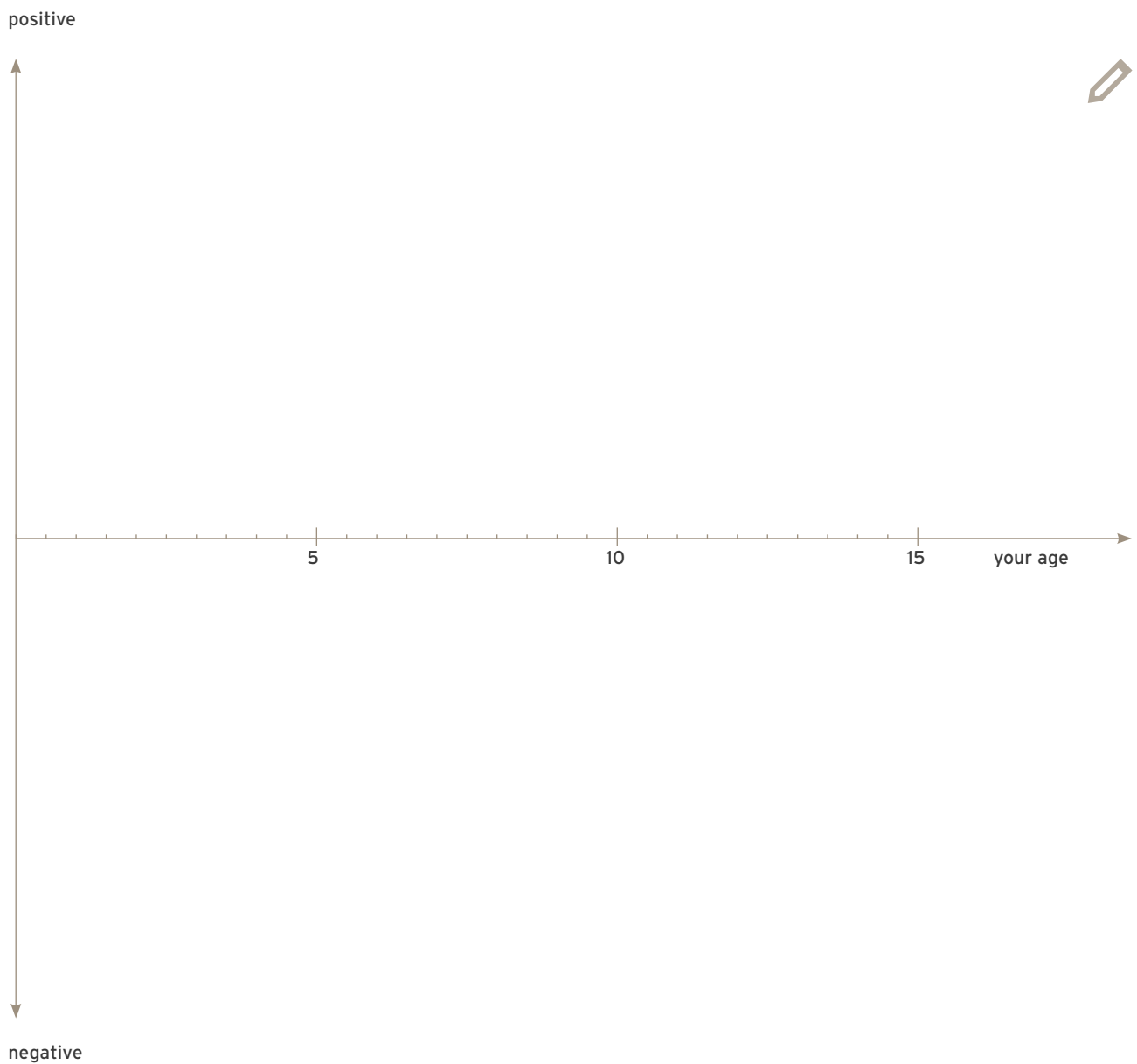


My media biography

People around the globe grow up with media. At different ages, we use different kinds of media: books, magazines, comics, music, radio, television, the Internet, cell phones and computer games.

TASK

Look back at your childhood: What media and what specific media content were important to you when you were a child? What left a lasting impression? Try to remember both positive and negative media experiences you have had and how old you were at the time.





Online research: Media



Medium reviewed: _____

What tools and specific characteristics does the medium employ (text, image, sound, interaction...)?

Who are the target groups and what functions does this medium have in society?

Who produces this medium? Who controls the content? How is it financed?

Find specific examples for this medium in your national media market and try to answer these questions for each:

Who makes it? _____

What is the target group? _____

How many people use it? _____

When was it launched? _____

How is it financed? _____

What are typical media messages? _____

Do you like it or not and why? _____



One event — different stories

Event reviewed: _____ 

Medium		
Date		
Content		
Language		
Pictures		
Sound		
Our emotional reaction to it		
Do we believe it?		
The media maker wants us to believe that ...		
What information is missing?		



Media and me and you

All kinds of media influence people and society, sometimes in an obvious way, sometimes more subtly. People are sometimes aware they are being influenced, and sometimes they are not. In today's world, it is important to have some essential skills for dealing with media. These skills are called media and information literacy. Just as literacy is the ability to read and write, media and information literacy refers to the ability to access, analyze, evaluate, and create media and media messages of all kinds. But do people reflect on media, media's impact and why media and information literacy is important?

TASK

Act as a journalist and conduct an interview on media and information literacy for a radio station or a YouTube channel. Prepare four to five questions for your interview with another trainee.

Decide whether you want to record an audio or video interview. Practice your interview with your interview partner and then record it on your cell phone .

Optional:

Interview people at home: your family, friends, schoolmates, and neighbors

My questions:



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