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I knew I wanted the project to be somewhat media based because it’s power is so far reaching and often underestimated because it is so commonplace. I think this is an issue especially when it comes to social media and body image. I have seen many friends and my self struggle with becoming comfortable in our own skin or at the very least accepting of the way we look. Media involvement in politics is also a great interest of mine. The fact that just the quality of debate coverage or the swaying of networks towards different parties can make or break their nomination irks me. My government class I took senior year really opened my eyes to the issue of the media in our everyday life and at one point in a paper I equated it to the media in *The Hunger Games* Trilogy. It’s powerful, it’s everywhere, and its unrivaled. But, I digress, when my group got together they all seemed to like the idea so we rolled with it, taking a slightly different direction than I had originally thought.

When Tori, Sarah, and I got together to finesse the direction of our presentation we all decided that broader was better and that if we needed to go specific we could. Sarah had the idea to make the presentation more about education since that is what she’s passionate about. It was awesome that we could intertwine the two so easily. My sister will actually be a certified teacher (K-8th) after graduation this spring so when we were talking about the implementation part I thought about her teaching it while still trying to teach the other material her kids would need to know to pass yet another standardized test. Unfortunately, we had a difficult time putting the curriculum on anyone else in the lives of the youth, no plan is prefect though, right? I tried to brainstorm alternate way in order to alleviate some of the burden such as after school activates or trying to promote other clubs and organizations to see the need for a media literacy program, like the girl or boy scouts. The number of kids we would reach that way would be so much smaller than the amount we would want to reach so I didn’t seem as worth wile a path. After all, the teachers of today are leading the future of America and are leading them in the broadest extent. They are equivalent to Kouzes’ managers in “Leadership is everyone’s business.”—They are the most important leaders in this organized educational system we have. With that job description is the responsibility to teach more than the core classes, including media literacy.

Finding our stakeholders wasn’t that hard because we’re all affected by the media. Everyone should be educated on tactics used by the media and other advertisement tools. While we were researching this topic I thought back to when I was younger and would wake up early to watch TV with my older sister. We would sit and watch cartoons or old shows on TV Land but the commercials always worked so well on us that we would draw up lists of stuff we, “needed,” to show our mom when she woke up. Naturally, she blew us off, because who needs a fan with twelve different settings? Or the “NUMBER ONE TOOTHBUSH EVER INVENTED?” I mean who doesn’t love to be yelled at about what to buy? We though we were helping because everything the TV told us about sounded so great, how could we pass up the opportunity to, “call now and get the first set free?!”

Not only is understanding advertising tactics important but I also think that realizing even major news networks that are supposed to be informing the public twist stories or can be extremely bias to one side of the issues rather than being a non-commenting third party which is what I believe they should be. Their dramatization of certain stories or the reporting over and over of the same few ones are also a little known issue. News networks, like those just for entertainment, also have numbers to meet and ratings to get to they’re trapped by that aspect which, in turn, traps us in the 24-hour news cycle.

In my group, we all, for the most part, understood Prezi enough to be able to used it as our medium for the presentation. We thought about doing a movie but decided that would turn into a hot mess which is why Tori had the brilliant idea to create the short video in our presentation (which we all felt lasted way longer while we were standing in front of the class.) We divvied up the work we couldn’t get done in class which wasn’t much, just some detailing and statistics we wanted to add.