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Let me introduce
myself



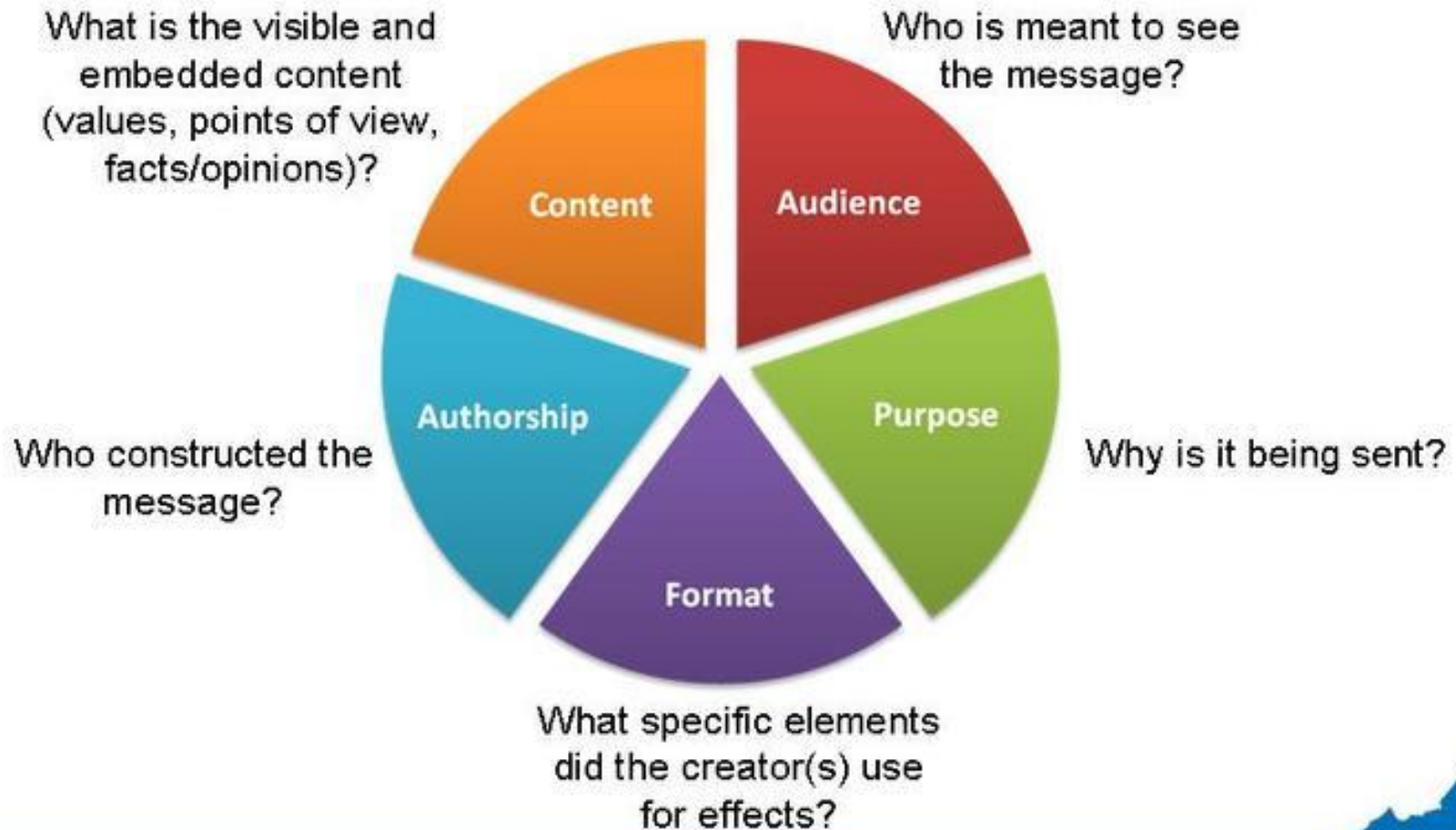


Agenda

- Media literacy
- History
- News and advertisements
- Creators
- Consumers
- Universal Media Literacy Factors
- Education

Focus on Media Literacy

Attributes of the Constructed Message



News and Advertisement Appeals



- Emotional: personal, social/status, FEAR, humor
- Sex/Romance/Gender
- Scarcity/Time sensitivity
- Bandwagon
- Testimonials/Endorsement
- Rational/statistics
- Association: adventure, values, youth

Which would you rather have, a **cholesterol** test or a final exam?

For many, the first sign of heart disease is a heart attack. Did you know that one out of two adult Canadians is at risk of developing heart disease because they have high cholesterol? And that cardiovascular disease IS the leading cause of death in Canada? High cholesterol is a major risk factor for heart disease but managing your cholesterol can be quite simple.

If any of these apply to you, cut this screening test out and ask your doctor about getting your cholesterol tested:

- Women 50 years or older
- Men 40 years or older
- Heart disease (angina, heart attack, coronary bypass, stroke, angioplasty)
- Diabetes
- Family history (mother, father, sister, brother or grandparent) of heart disease or high cholesterol
- Two or more of the following:
 - Overweight
 - Physically inactive
 - Smoker
 - High blood pressure

OFFICE OF THE MEDICAL EXAMINER

Case No. 5341-45

Name J.B. Age 42

Sex M

Cause of Death Heart attack

Overnight Yes



Call toll-free at 1-877-4-LOW-LOL (1-877-456-9535) or visit www.makingtheconnection.ca and you will receive this free booklet describing the connection between cholesterol and heart disease.



The Canadian Diabetes Association and the Canadian Stroke Network have supported the "Making the Connection" program for its medical and nursing members. The Ontario Diabetes Association does not endorse the program or the pharmaceutical company mentioned by one of its members. www.makingtheconnection.ca



FREE INSURANCE*

THE NEW RENAULT PULSE

ADD PULSE TO LIFE

* Starting Price

₹ **4.35**
Lakhs



Pulse Available in **PETROL & DIESEL**
Ask For Test Drive



1.5L K9K dCi ENGINE

The new Renault Pulse is powered by K9K, 1.5 litre diesel engine that puts out 64 PS of power and 160 Nm of torque.



SMART ACCESS KEY

With the smart access key in your pocket, you can start the engine with the push of a button. The car locks and unlocks automatically depending on your proximity to the car.



ABS WITH EBD

ABS (anti lock braking system) with EBD (electronic brake distribution) help the driver keep control of the vehicle during panic braking situation.



AUTOMATIC CLIMATE CONTROL SYSTEM

Set your ideal cabin temperature with the climate control air-conditioning and be comfortable, no matter what the weather is outside.



ST. JOHN



Spread Your Legs!

Enjoy maximum leg-room
in the new Pontiac Star Chief



WEATHER-FAIR.

NIGHT
EDITION

The



World.

WEATHER-FAIR.

BASEBALL
and **RACING**

"Circulation Books Open to All."

"Circulation Books Open to All."

PRICE ONE CENT.

NEW YORK, FRIDAY, APRIL 20, 1900.

PRICE ONE CENT.

WOMAN JUMPS FROM BROOKLYN BRIDGE

SURVIVES MAD LEAP!

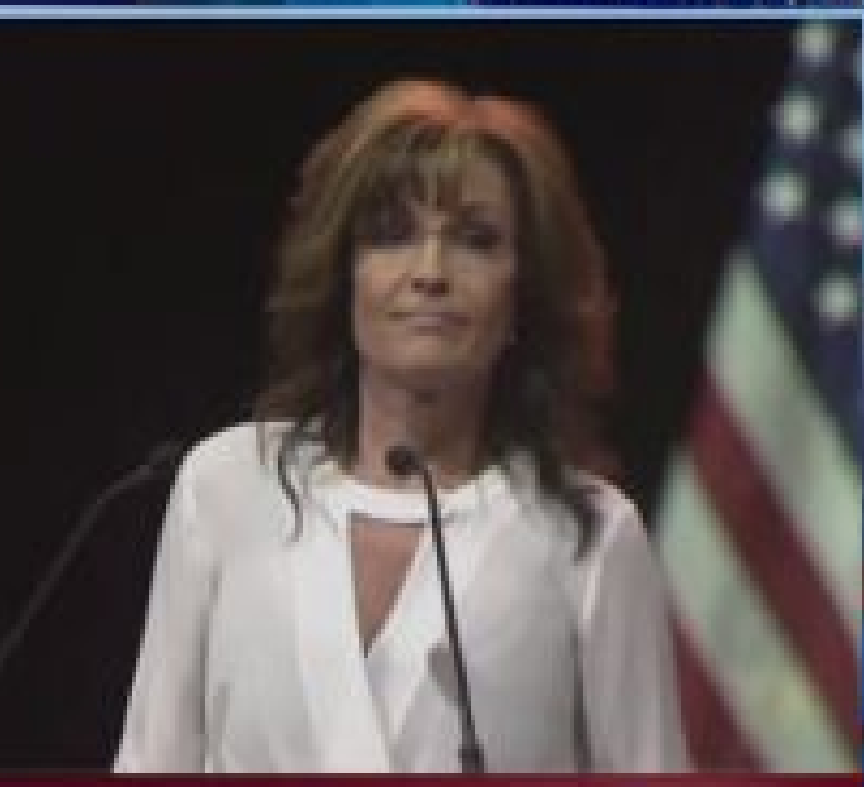
WOMAN'S LEAP FROM BRIDGE.



MONEY GONE AND ALONE,
SHE DETERMINED TO DIE.

**BASEBALL GATES NOT
TO RESIGN**

SCORE BY INNINGS.





NEWS DECEMBER 18, 2015

Man Arrested For 'On Craigslist, But

News 8 – An Arkansas i bestiality and solicitatic



Brazilian Women Are Being Kidnapped For Their Hair; Due To High Demand Of Weave

BRAZIL - The demand for weave has become an epidemic within the United States. Hundreds of Brazilian women are kidnapped everyday to keep this high demand going these women are kidnapped and their hair...

[Read more](#)

America Celebrates Fourth Consecutive Day Without Deadly School Shooting



...ions of people 2... States took to street... celebrate the fourth con... at a deadly school... America.

The astounding streak started last Thursday when a gunman entered Umpqua Community College in



Stephen Curry Hospitalized After Parent Suicide Attempt Days After Loss To Bucks Ending Their...

OAKLAND - After finally losing to the Milwaukee Bucks Saturday night and breaking their 24-win streak to start the season, it is being reported that Stephen Curry was found unconscious in his home. Authorities...

[Read more](#)



Government Officials Agree To "Shutdown" The Internet In The U.S. To Prevent Isis Recruitment

NEW YORK CITY - After Donald Trump unveiled his idea to have the Internet shut down to prevent online Isis recruitment, and even going as far as asking Bill Gates for help, it seems...

[Read more](#)



FEARWAVE

HEqual

- “BBC published an article with the **ridiculous headline** “Women write better code, study suggests“. This claim was a BBC **exaggeration** of an already **questionable** study, based on pull requests to Git Hub, a site which doesn’t even mention the gender of its users.
- The non peer-reviewed paper and the BBC’s cherry-picking of its findings was almost instantly and comprehensively **debunked** online.”
- “It’s simply fake news and one of the usually daily attempts by the BBC to start a **gender war** and portray women as victims who’d all make the world a far better place were it not for those **pesky sexist men.**”

Creators

- Women are under-represented in media
- BUT are impactful in humor
- Fake news male-dominated
 - for money, fun, power



News



Consumers

FEMALES

- Interest in weather, health, tabloids
- Prefer watching TV, social media
- More wary about sources
- Share more – about consumerism and relations

MALES

- Interest in politics, sports, international affairs
- Prefer radio news/talk shows, newspapers, online news
- More positive about web news
- Share with small network – about politics

Universal Media Literacy Factors



- Online resource credibility same as offline's
- Responses: aspire/inspire, deconstruct/reject, empathize
- People build habits
- Believe news that confirms beliefs
- Reject news that conflicts with beliefs >> strengthen strong beliefs

Fake News Education

- Use criteria to evaluate news
- Use reputable sources and fact-checking sites
- Be cautious about what you share
- Practice media literacy
- Look for different perspectives
- Become a citizen journalist



Gendered Fake News Activities

- Examine fake news in terms of the targeted gender – and content; is there a bias?
- Trace fake news; is the creator usually male or female?
- Examine social media sharing: do males or do females share more fake news – and does the content differ?
- Analyze images show in fake news; is there a bias?

THE TRUTH IS OUT THERE

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