

**Media Literacy**

October 2001

## HOW TO ACCESS THESE RESOURCES

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### FOR VIDEORECORDINGS, CD-ROMs, and SELECTED KITS

Contact:

**Media Booking:** Instructional Resources Unit – *Address Above*  
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Toll Free outside of Winnipeg – (800) 592-7330  
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Schools receiving bookable resources through the federal mail will be invoiced for the mail-out of the resources from Instructional Resources. Return postage continues to be paid by the Instructional Resources Unit. *It is recommended that audiovisual resources be previewed before use.*

### FOR VIDEORECORDINGS WITH DUPLICATION RIGHTS (With Dubbing VT #s)

Contact

**Video Duplication:** Instructional Resources Unit – *Address Above*  
Telephone: Winnipeg: (204) 945-7880  
Toll Free outside of Winnipeg – (800) 282-8069 extension 7880  
Fax: (204) 945-8756  
E-mail: [irudub@gov.mb.ca](mailto:irudub@gov.mb.ca)

**Payment of \$8.00 per tape (taxes included) must accompany each order.** The Video Duplication Order Form is available on the Instructional Resources Unit web site at: <http://libinfo.merlin.mb.ca>. Click on *Resources*, then click on *Video Duplication Service*. A number of programs are grouped together into packages. These are listed under *Video Duplication Service* as *Video Duplication packages*.

### FURTHER INFORMATION ON OTHER RESOURCES AND SERVICES

To conduct your own searches of the Library's collection, visit our online catalogue at: <http://libcat.merlin.mb.ca>. For information on our services visit the IRU web site at: <http://libinfo.merlin.mb.ca>. For a complete list of bibliographies go to the: [Bibliographies](#) web page.

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## BOOKS

or further information on Media Literacy, and related information on Television, Video and Film resources on the Internet, see the Instructional Resources Unit's [Media Literacy Web Bibliography](#)

Adams, Dennis M. and Hamm, Mary. **Media and literacy: learning in an electronic age: issues, ideas and teaching strategies**. Springfield, IL: Charles C. Thomas, Publisher c2000. **371.3358 A33 2000**

Andersen, Neil. **Media works**. Toronto, Oxford University Press, 1989. **428.2 A53x**

Anderson, Neil ... [et al.]. **Literature & media 10**. Scarborough, ON: Nelson Thomson Learning, 2001. **428.6 L58 v.10**

--- **Literature & media 10 Western Canada teacher's guide**. Scarborough, ON: Nelson Thomson Learning, 2001. **428.6 L58tw v.10**

Bianculli, David. **Teleliteracy: taking television seriously**. New York, The Continuum Publishing Company, 1992. **302.23450973 B51**

Branston, Gill and Stafford, Roy. **The media student's book**. London; New York: Routledge, 1999. **302.23 B73**

Buckingham, David. **Watching media learning: making sense of media education**. Bristol, PA: The Falmer Press, 1990. **371.3350941 W38**

Cappello, Dominic. **Ten talks parents must have with their children about violence**. New York: Hyperion, c2000. **649.1 C36**

Carpenter, Donna. **Media images and issues**. Don Mills, ON: Addison-Wesley Publishers Limited, 1989. **302.234 C37**

Considine, David M. ... [et al.]. **Imagine that: developing critical thinking and critical viewing through children's literature**. Englewood, CO: Teacher Ideas Press, 1994. **302.232 C65**

Deans, Dorte. **In the mind's eye**. Media Focus Series. Mississauga, ON: Copp Clark Pitman, 1992. **302.223 M42 v.8**

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Gamble, Michael W. **Introducing mass communication**. 2nd ed. New York; Montreal: McGraw-Hill 1989, c1986. **302.23 G34**

Hall, Doug, editor. **Illuminating video: an essential guide to video art**. New York: Aperture Foundation, Inc. in association with the Bay Area Video Coalition, 1990. **709.04 I45**

Hollister, Bernard C. **Mass media workbook: learning activities involving today's media**. Lincolnwood, IL: National Textbook Company, 1991. **302.23 H64 1991**

----. **Understanding mass media**, fourth edition. Teacher's manual. **302.23 S37 t**

Hone, Rick. **Video in focus: a guide to viewing and producing videos.** Globe/Modern Curriculum Press, 1992. **791.450232 H65**

Ilidge, Paul. **Television.** Media focus series. Mississauga, ON: Copp Clark Pitman, 1991. **302.23 M452 v.2**

Ingram, Roy. **The news.** Media focus series. Mississauga, ON: Copp Clark Pitman, 1989. **302.23 M42 v.1**

Lee, Martin A. **Unreliable sources: a guide to detecting bias in news media.** Secaucus, NJ: Carol Publishing Group; Don Mills, ON: Musson Book Company, 1991. **302.230973 L43**

Lester, Paul Martin. **Visual communication: images with messages.** Belmont, CA; Toronto: Wadsworth Pub. Co., c1995. **302.23 L48**

Levin, Sandy. **Advertising.** Media focus series. Mississauga, ON: Copp Clark Pitman, 1991. **302.23 M42 v.3**

Levin, Sandy. **Advertising. Teacher's guide. Media focus series.** Mississauga, ON: Copp Clark Pitman, 1991. **302.23 M42 v.3**

Livesley, Jack ... [et al.]. **Meet the media.** [S.l.]: Globe/Modern Curriculum Press, 1990. **302.23 M43**

----. **The Penguin guide to Children's TV and video with reviews of 400 TV shows and videos.** Toronto, ON: Penguin Books, 1993. **791.45750971 L59**

Maher, John & Gordon, Paul. **Chomsky for beginners.** New York: Writers and aReaders Publishing, c1996. **92 cho**

McDonnell, Kathleen. **Kid culture: children & adults & popular culture.** Toronto, ON: Second Story Press, 1994. **305.23 M23**

Metropolitan Toronto School Board. **Responding to media violence: starting points for classroom practice.** Markham, ON: Pembroke Publishers, 1998. **372.83044 R47**

Nash, Cathy. **News from Nicaragua: fact and fiction: a case study.** Manchester, [Eng.]: Manchester Development Education Project, 1988. **302.23 N38 n**

----. **Picturing people: challenging stereotypes.** **302.23 N38 p**

----. **Whose news?: ownership and control of the news media (with simulation game).** 1989. **302.23 N38 w**

Newcomb, Horace, editor. **Television: the critical view.** 5th ed. New York; Toronto: Oxford University Press, 1994. **791.450973 T44**

Ontario. Ministry of Education. **Media literacy: intermediate and senior divisions, 1989. Resource guide.** Toronto]: Ontario Ministry of Education, 1989. **302.23071 M43**

Rheingold, Howard. **The Virtual Community : homesteading on the electronic frontier.** Reading, Massachusetts: Addison-Wesley Publishing Company, 1993. **303.4833 R44**

Schrank, Jeffrey. **Understanding mass media**. 4th ed. Lincolnwood, Ill.: National Textbook Company, 1991. **302.23 S37**

Tyner, Kathleen. **Literacy in a digital world: teaching and learning in the age of information**. Mahwah, NJ: Erlbaum, 1998. **302.2244 T95**

Wilson, Stan Le Roy. **Mass media / mass culture: an introduction**. 2nd ed. New York; Montreal: McGraw-Hill, 1992. **302.23 W54**

Worsnop, Chris M. **Screening images: ideas for media education**. Mississauga, ON: Wright Communications, 1994. **302.2307 W67**

## **VIDEOS and CD-ROMs**

**Between the lines: understanding the media through a series of creative projects [cd-rom]**. [Montreal]: National Film Board of Canada, c2000. 2 computer laser optical disks: sd., col., 12 cm. + 1 slipcase booklet + 1 licence agreement. SUMMARY: Contains eight media projects for students and a separate Teacher's Work Room for learning and teaching media literacy: First disk: Television News, Public Service Announcement, Ethics, Spinning the News. Second disk: Music Video, Visual Language, Soundscape, Multimedia Campaign. The 'Teacher's Work Room' is found on both disks. Audience: Secondary Grades, Professional Development. **Booking #1772**.

**Buy me that 3!: a kid's guide to food advertising**. [United States]: Consumer Union of United States; Mississauga, ON: International Tele-Film, 1992. 1 videocassette (29 min.) SUMMARY: Presents clips from actual commercials, movies and video games as well as children talking about their experiences to critically examine commercials and the techniques advertisers use. This program discusses eight topics about food advertising. Includes: the Pepsi / Coke challenge, fruit snacks, juice products, sweepstake contests, snacks and junk food, cereals, food preparation for television and sport drinks. Provides tips to spot deceptive ads. Audience: Grades 1-6, Professional Development. **Booking #0362**

**Literature & media 10**. Scarborough, ON: Nelson Thomson Learning, c2001. 1 videocassette (ca 30 min.): + 1 book + 1 Western Canada teacher's guide + 1 video teacher's guide. SUMMARY: Uses film clips from a variety of genres to introduce students to the study of media literacy. Segment one shows how in a television news broadcast, the screen is divided into at least eight separate sections, each with a different piece of information delivered in a different way. Segment two, a clip from CBC's Canada Day celebrations, is a documentary about Pier 21 in Halifax, NS and the role, which it played in Canadian immigration. Segment three, an excerpt from the CBC's This Hour has 22 Minutes show Americans revealing their knowledge of Canadian politics and culture. Segment four, a music video features a song of Canadian singer Jann Arden interspersed with scenes of youth dealing with issues of hardship and pain. Segment five features a sportscast of a high school basketball tournament. Segment six presents an excerpt from a documentary on Canadian author Timothy Findley who describes the origins of some of his books, with other writers commenting on his writing and his influence upon them. Segment seven depicts a television commercial featuring the VW Beetle. Audience: Senior 2 - 4, Professional Development. **Booking #1855**

**Media literacy. [Part 1]** [Toronto]: Vision TV, 1993. 1 videocassette (25 min.) (Arts express). A Cable in the Classroom initiative. SUMMARY: A public affairs series on arts, culture and mass entertainment. This program is the first of two parts on media literacy. In the first segment, Sainath Palazummi, editor of Blitzan Indian newspaper of Bombay presents his personal views on the social, cultural, historic and economic factors which have shaped his media work as well as concerns which he has about Canadian journalistic reporting. In segment two, students from a media literacy program of Archbishop Romero Secondary School in Ontario examine commercials and describe how the media has influenced them. Teacher, Liz Flynn, describes the purpose of the program and the students share what they have learned from this experience. Segment three concludes with Vision TV's program director Peter Flemington describing the station's efforts to promote media literacy. Audience: Senior 1 - 4, Adult, Professional Development. **Booking #1099**

**Media literacy. [Part 2]** [Toronto]: Vision TV, 1993. 1 videocassette (24 min.) (Arts express) A Cable in the Classroom initiative. SUMMARY: A public affairs series on arts, culture and mass entertainment. This program is the second of two parts on media literacy. Brenda Arsaza, vice-principal and media literacy teacher, Barrie Zwicker, media critic and publisher, Barry Duncan, president, Association for Media Literacy, and Eric Gabriel, Mohawk Radio journalist discuss the ways in which parents can deal with their concerns about television and their children, and how they can help their children to become media literate. Also considers the importance of mediated discussion in dealing with violent images, objectivity, bias and reality vs. television depiction of people and events. The group also describes the effects which the media had on events which occurred in their own lives. Concludes with Lisa Aizst sharing her thoughts and feelings about the loss of her job and the recession. Audience: Senior 1-4, Adult, Professional Development. **Booking #1102**

**Scanning television series.** Vancouver, BC: Face to Face Media, 1997, c1996. The series includes 4 videocassettes with corresponding teacher's guides. Note: The programs have been organized to follow the book entitled *Mass Media and Popular Culture, Version 2*, but can be used equally well on their own. Closed-captioned. For corresponding book and resource binder in the Library, see the Library's holdings. SUMMARY: Uses excerpts or clips from advertisements, news stories, feature films and public service announcements to introduce students to the study of media literacy. Audience: Senior1 - 4. *CAUTION: These programs should be previewed before use due to subject matter.*

- **Video 1: seeing ourselves: media and representation.** 1 videocassette (88 min.) + 1 teacher's guide. SUMMARY: This program questions the roles and responsibilities of the media in affecting social change. Segment one presents advertisements for Vauxhall cars in which well-known models attack the car being advertised since its beauty rivals their own. Includes interviews with the company that produced the ad, the British television regulatory agency and women's groups. Segment two presents two excerpts from the animated feature: Batman: Mask of the Phantom, revealing the film's depiction of heroism, sex roles and violence. Segment three examines the multiracial nature of Canadian society, asking why what we see on television does not accurately reflect our society. Segment four discusses the controversy surrounding the public service announcement developed by the Human Relations Commission of Evanston, Illinois to combat black gangs. Segment five considers a television spot featuring a visit to the gift shop attached to the coroner's office in Los Angeles. Segment six discusses billboards and their impact. Segment seven looks at the controversial print ad campaign developed by photographer, Oliviero Toscani, for the Italian clothing manufacturer, Benetton, raising questions about advertising, ethics and art. Segment eight examines the use of minorities in television advertising. Segment nine discusses the Nike

advertising campaign in Toronto that presented everyday people as heroes. Segment ten examines the public service announcements made by the Metropolitan Toronto Police to combat assaults on homosexuals. Points out that these announcements were made as alternatives to educational videos circulated in schools to reach all viewers. Segment eleven reveals the efforts of television spots from Canada, Australia and Great Britain to reach teens now considered the group most at risk for contracting AIDS and includes interviews with a nurse and resident of Casey House Hospice in Toronto. Segment twelve visits a California photo agency that specializes in stock photos of groups of people underrepresented in the media and whose clients include textbook publishers and advertisers. Segment thirteen presents a Mazda car ad in which a car braked for a cat and a dog made disparaging remarks about the cat's survival. Public reaction resulted in the ad's being changed. **Booking #7429**

- **Scanning television. Video 2: selling images and values.** 1 videocassette (57 min.) + 1 teacher's guide. SUMMARY: This program considers issues of persuasion in the media, focusing on advertising, the creation of it, censorship and influence. Segment fourteen examines public service announcements. Looks at public service announcements by the Workmen's Compensation of Ontario, Ontario Friends of Schizophrenics, a Pepsi-Cola spot against substance abuse and another promoting Cinema Europa, a consortium which distributes films across fourteen European countries. Segment fifteen reports on the anti-smoking campaign of the Ontario Ministry of Health, developed as a strategy to prevent teenage smoking. As well, the three spots that share the campaign's focus are shown. Segment sixteen presents the anti-car advertisement of the Greenpeace Foundation that was aired once on the CBC program, Driver's Seat, and then withdrawn. Segment seventeen visits the museum, The World of Coke, at the Atlanta headquarters of the Coca-Cola Company, where viewers learn about the market strategies employed to make Coke a recognizable brand name around the world. Segment eighteen discusses the product tie-in between Star Trek: the Next Generation and Hostess Frito-Lay potato chips. Shows how the advertisement developed, and describes the promotion's appeal. Segment nineteen looks at the London launch of a European advertising campaign for Levi jeans in which a series of television ads were shown simultaneously in twelve different locations. Segment twenty describes a Radio Shack Christmas advertising campaign in which 26 spots were shot in 23 days in 21 Canadian cities. Segment twenty-one profiles film director, Ridley Scott, whose work alternates between feature films and television commercials. Segment twenty-two takes a look at selections from the Association of Independent American Commercial Producers' 1994 show entitled: The Art and Technique of the American Television Commercial. Produced in cooperation with the New York Museum of Modern Art, the show raises the question: are television commercials art? **Booking #7431**

**Scanning television. Video 3: our constructed worlds: media environments.** 1 videocassette (41 min.) + 1 teacher's guide. SUMMARY: This program looks at the media's creation of separate worlds when they market products and services. Segment twenty-three features graffiti artists from New York City whose defacement of outdoor advertising signs raises questions about vandalism, social responsibility and ethics in art and advertising. Segment twenty-four considers the work of a production team concerned with the telecast of a baseball game. Segment twenty-five details the marketing strategies used to promote the San Jose hockey team as well as factors involved in bringing the game of hockey to the state of California. Segment twenty-six depicts the efforts of the World Wrestling Federation to popularize the sport of wrestling, and includes interviews with wrestlers, wrestling fans and wrestling executives.

Segment twenty-seven examines the franchising of the game show, Wheel of Fortune to television networks around the world. Segment twenty-eight describes Niketown, a multifloor retail outlet in Chicago, devoted entirely to the selling of Nike shoes. Segment twenty-nine examines the work of the Media Foundation in British Columbia through an interview with its founder, Kalle Lasn. **Booking #7433**

- **Scanning television. Video 4. Part 1: the global citizen. Part 2: new and converging technologies.** 1 videocassette (65 min.) + 1 teacher's guide. SUMMARY: This program looks at how political and social issues are shaped by media influences as well as how new and emerging technologies will influence our society now and in the future. Segment thirty examines the role of IBM computer technology in the 1996 Summer Olympics, raising questions about the interaction among technology, sports, and marketing. Segment thirty-one discusses television production in Croatia, shows the impact of the program, War Rock, on its youth, and considers how sociopolitical conditions in the country have influenced the nature of its television programming. Segment thirty-two looks at the efforts of 12-year-old Canadian, Craig Kielburger, to bring the issue of child labour in developing countries to the world's attention. Segment thirty-three describes the public service spots of the American Group, Rocks the Vote, to encourage voting among young adults between the ages of 18 to 24. Segment thirty-four focuses on the Local World News, a co-production of Multimedia Group of Canada, Montreal-based Telefiction and Key News Television in Belgium which presents a compilation of funny, human interest or silly stories for world wide distribution. Segment thirty-five presents an animated film filled with images of bloodshed, bullets and flying glass to raise questions about violence on television and how viewers respond to it. Segment thirty-six examines the work of the commercial production department of Industrial Light and Magic, a company formed by George Lucas, head of Lucasfilm and creator of the Star Wars and Indiana Jones films. Segment thirty-seven visits a virtual reality arcade in San Francisco. Segment thirty-eight looks at how San Francisco came to develop as a center of the multimedia industry. Segment thirty-nine discusses a new development in outdoor advertising - the creation and development of ten-story high video billboards. Segment forty considers the impact of the World Wide Web, showing how use of the Internet has influenced private individuals as well as large and small corporations alike. **Booking #7437**

**T.V. & me [Part 1].** [Canada]: Concerned Children's Advertisers, 1996. 1 videocassette (27 min.) + guide. SUMMARY: A child-centred, comprehensive life skills and media literacy education program that brings discussions about real life and television into the classroom. The program has a core lesson plan and extension activities that integrate across the curriculum. Issues of choosing and achieving life goals, distinguishing between fantasy and reality, and selecting positive role models are presented. Six short vignettes for discussion starters on further topics are included at the end of the program. A Cable in the Classroom initiative. Audience: Grades 4 to 6, Professional Development. **Booking #2314**

**T.V. & me [Part 2].** [Canada]: Concerned Children's Advertisers, 1996. 1 videocassette (27 min.) + guide. SUMMARY: A child-centred, comprehensive life skills and media literacy education program that brings discussions about real life and television into the classroom. The program has a core lesson plan and extension activities that integrate across the curriculum. Introduces children to techniques used in film production, such as camera distances and dialogue. Presents a discussion on self-esteem -- what it is and how it can be maintained. Six short vignettes for discussion starters on further topics are included at the end of the program. A Cable in the Classroom initiative. Audience: Grades 4 to 6, Professional Development. **Booking #2320**

**Talk radio.** [New York]: Channel Four Corporation, 1995. 1 videocassette (60 min.) (Investigative reports) SUMMARY: Designed to introduce viewers to factors that suggest a trend towards conservatism in American politics today. Through an exploration of the influence of radio talk shows, this program considers whether talk show hosts, such as Rush Limbaugh, Bob Grant and G. Gordon Liddy, are leading the trend towards conservatism or reflecting it. Includes interviews with talk show hosts, their listening audience and media commentators. Audience: Senior 2 - 4, Adult. **Booking #4923**

**Tough guise: violence, media, and the crisis in masculinity.** [United States]: Media Education Foundation; Toronto: Kineticvideo.com, c1999. 1 videocassette (57 min.): sd., col. SUMMARY: Looks at the relationship between the images of popular culture and the social construction of masculine identities in the United States in the late 20<sup>th</sup> century. Part one examines the relationship between violence and masculinity, the impact of the mass media upon the portrayal of manhood and masculinity, and the social and cultural influences that allow boys and men to assume poses that are increasingly violent. Part two reveals the pervasive nature of violence that occurs through the normal conditioning, training and socialization of young boys and men in American culture and shows how the mass media continues to perpetuate this phenomenon. CAUTION: This program should be previewed before use due to subject matter. Audience: Senior 2 - 4, Adult. **Booking #1853**