

Media Awareness/ Media Literacy – Developing an Advertising Campaign.

What is Media Awareness/Media Literacy?

To get an introduction to the topic, please watch the following video online:

Introduction to Digital Literacy

<https://www.youtube.com/watch?v=8o96ey4jCgE&feature=youtu.be>

Nowadays, in our digital world, every student should be aware of the sources of the different items of information they get – either online or in papers. This awareness also requires the ability of critical thinking regarding the messages the media spread every day.

It is therefore very important to question the background of media productions (motives, values, ownership, etc.) and to be aware of how these values may influence content.

As a consequence, media awareness needs to be focused on intensively to prepare people, especially students for the digital world.

Your task:

You have to promote media awareness among the students of your school.

- Develop 4 – 5 (digital) posters for an ad campaign which promotes different aspects of media awareness.
- These posters should be useable online. So, pay attention to avoid infringing image rights.
- Be aware of the target group: students aged between 13 – 17 years.
- Visualize as much as possible. Don't work with too many slogans!