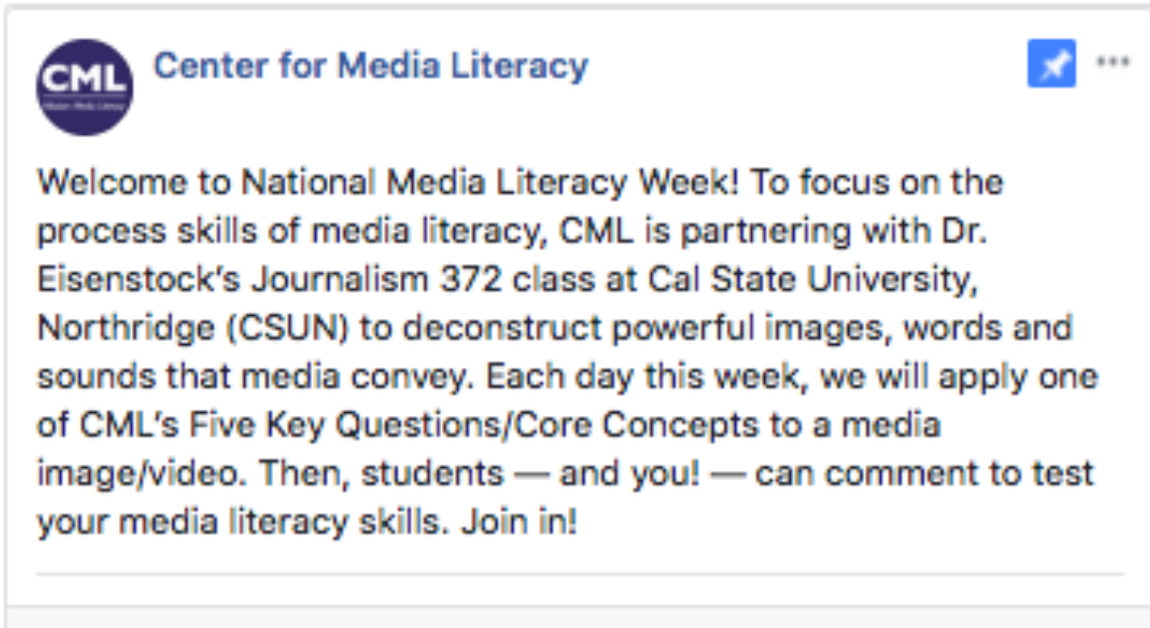


Facebook Challenge (Sample pages)

Introduction

Posts



Tip: Choose easily accessible and timely subject matter to engage your audience. We suggest choosing a variety of text, photographs and videos. This assignment is designed for students who have been previously introduced to CML's Key Questions and Core Concepts in high school and/or college.

Day 1

Key Question #1: Who created this message?

Core Concept #1: All media messages are constructed.

Key Word: Authorship



Center for Media Literacy

...

Media Literacy Week FB Challenge. Join with CML and CSUN journalism students to test your media literacy skills. Apply Key Question/Core Concept #1 to this current TV ad. Key Question #1 Who created this message? Core Concept #1 All media messages are constructed.

Key Word: Authorship

<https://www.youtube.com/watch?v=fENuPNukdUo>



Angel Soft® “Just Dad” Commercial

Being a single dad means it all falls on you: all the hardships, all the heartbreaks, and all the perfectly imperfect moments...

YOUTUBE.COM

Day 2

Key Question #2: What creative techniques were used to attract my attention?

Core Concept #2: Media messages are constructed using a creative language with its own rules.

Key Word: Format/Design



Media Literacy Week FB Challenge. Join with CML and CSUN journalism students to test your media literacy skills. Apply Key Question/Core Concept #2 to this recent magazine cover. Key Question #2 What creative techniques are used to attract my attention? Core Concept #2 Media messages are constructed using a creative language with its own rules.
Key Word: Format (design)

