

# MEDIA LITERACY WEEK

21-25 October 2024

## SHARE THIS NEWS!



# MOAD

Museum of Australian Democracy  
at Old Parliament House

**This resource has been made possible by our  
2024 Media Literacy Ambassadors,  
the super talented Kate and Jol Temple, and  
illustrator extraordinaire David Conley.**



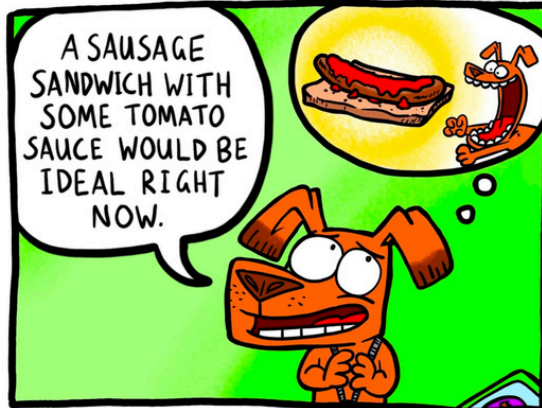
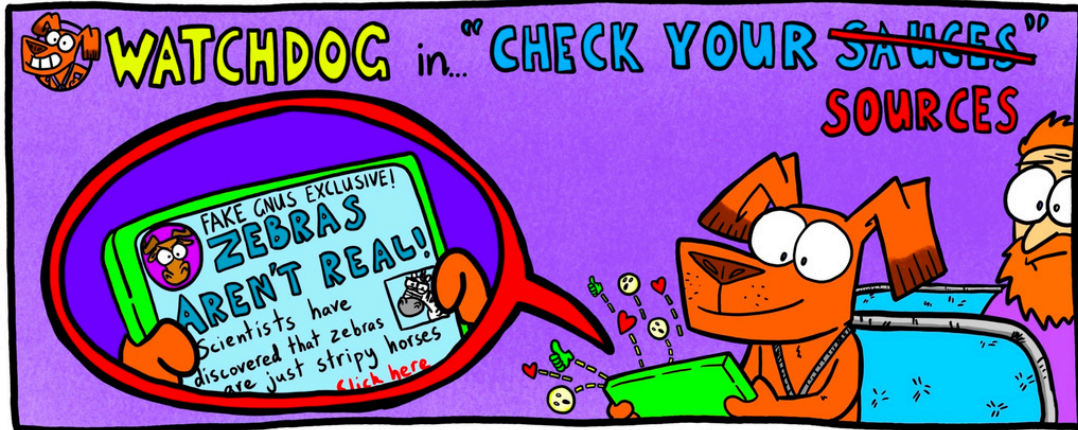
## **Resource pack includes:**

### **Poster series**

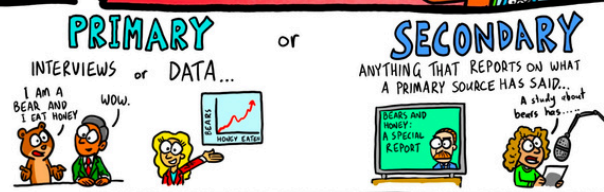
- Check your sources - separating fact from fiction
- Give me a why! - identifying purpose
- Who said what now? - identifying bias
- Who told you that? - diverse voices
- How did that make you feel? - checking in with your emotions

### **Media Literacy Week matrix of accompanying activity ideas**

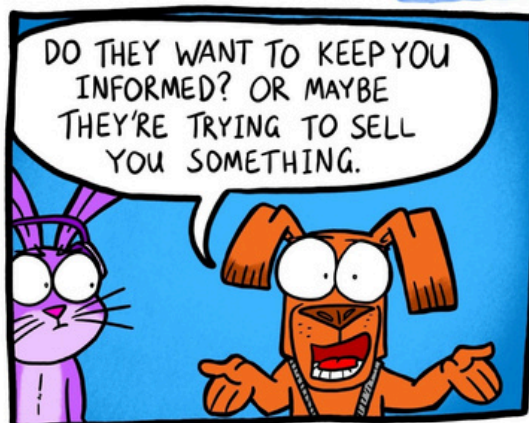
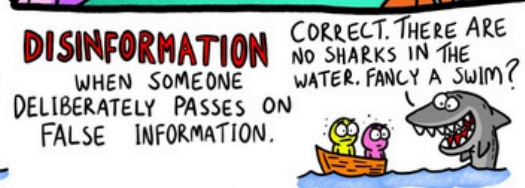
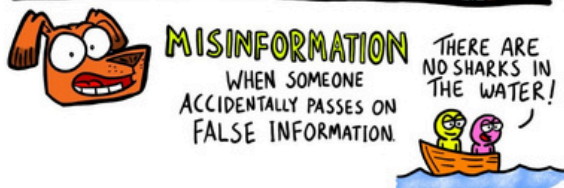
# BREAKING MEDIA NEWS!



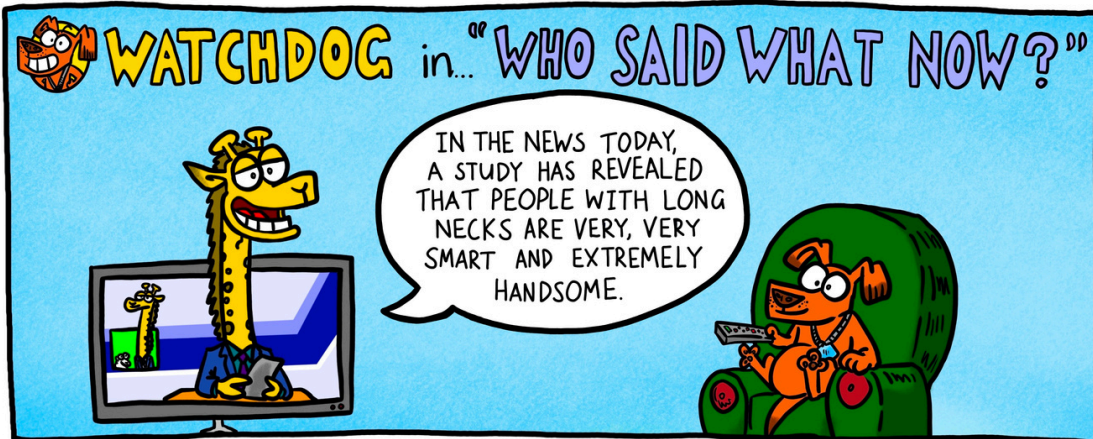
 A SOURCE IS ANYTHING THAT PROVIDES INFORMATION. IT CAN BE...



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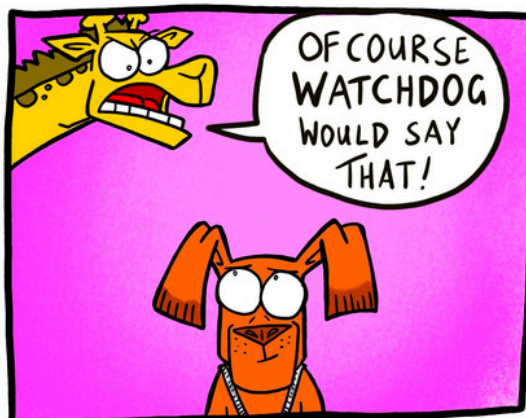
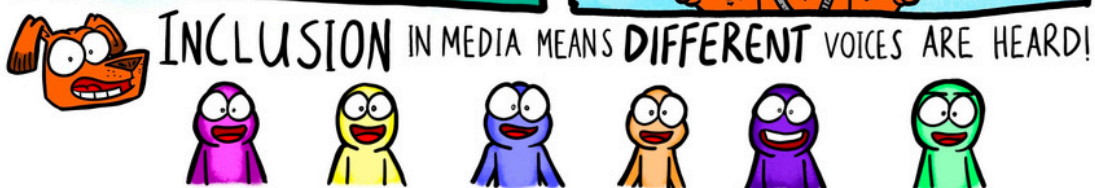
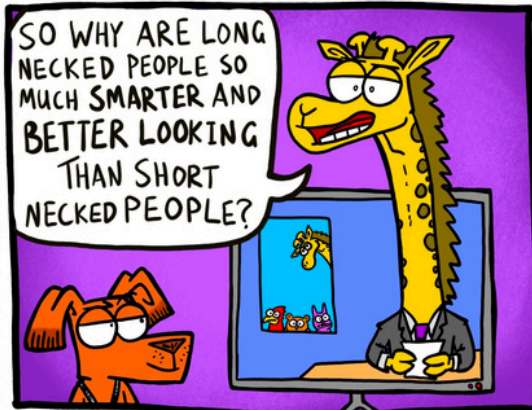
# BREAKING MEDIA NEWS!



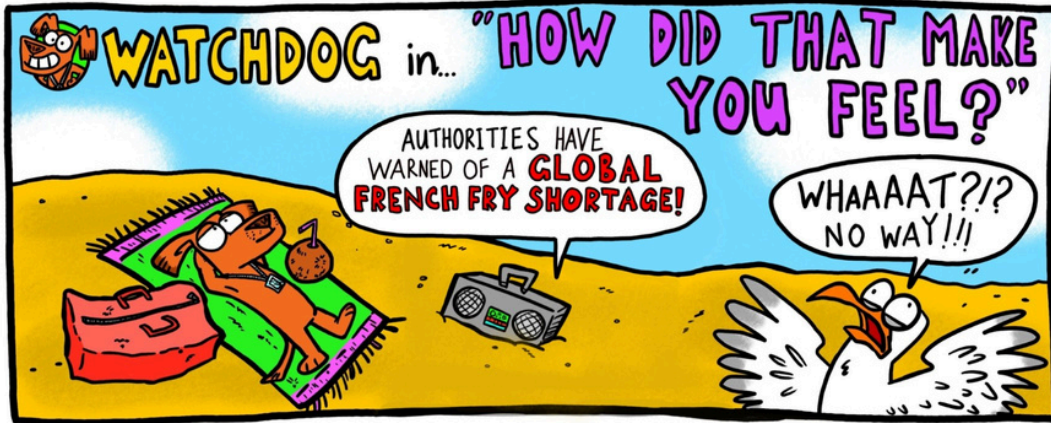
**BIAS** IS WHEN WE BELIEVE THAT SOME PEOPLE, IDEAS OR THINGS ARE BETTER THAN OTHERS.



# BREAKING MEDIA NEWS!

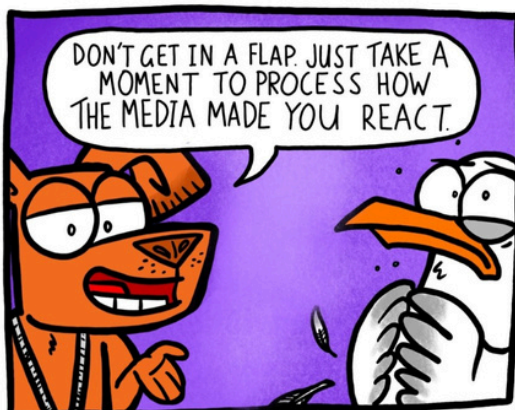


# BREAKING MEDIA NEWS!



HOW CAN MEDIA MAKE YOU FEEL?

\*OH MY GULL!



# MEDIA LITERACY WEEK MATRIX

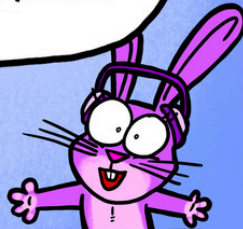
Evaluate news coverage of the same event from different sources to identify biases and perspectives. Don't forget to explore a variety of media formats including print, audio, video and online articles.



Put your skills to the test! Analyse an advertisement. Identify the target audience, key message, and some persuasive techniques used (i.e. celebrity endorsement, emotive language, or use of statistics).



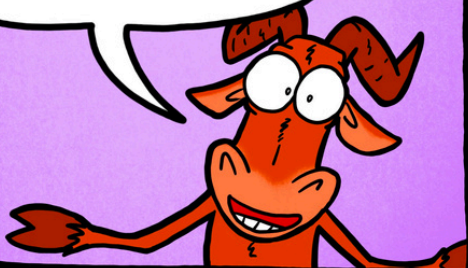
Take time to consider your digital footprint - check your privacy settings, strength of your passwords, what information you share with others online, and which platforms you use (don't forget games, apps and websites you have signed up to).



Create a news report on a local issue or global event. Gather information, check your sources, perhaps interview someone and create an exciting news story!



In small groups create a campaign to raise awareness about cyberbullying and promoting online kindness. What's the best way to share your message? Newsletter, website, poster or digital recording.



Create your own Media Literacy themed comic to share with others. What skills are important to you? Explore the Media Literacy Framework to help you.

