



NATIONAL
MENTORING
RESOURCE CENTER
A Program of **OJJDP**

Media Literacy 101 for Mentors and Mentees: A Skill to Learn

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National Mentoring Resource Center & Office of Juvenile Justice and Delinquency Prevention

- This project is funded through a cooperative agreement from the Office of Juvenile Justice and Delinquency Prevention (OJJDP), Office of Justice Programs, & the U.S. Department of Justice.
- The NMRC builds on OJJDP's history, leadership, and investments in quality youth mentoring.

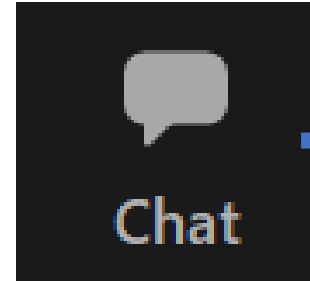
National Mentoring Resource Center Overview

Key Components:

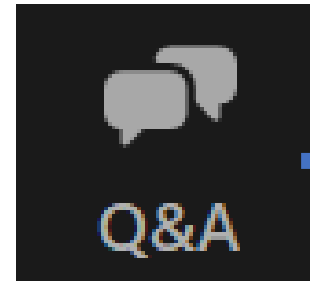
- National Mentoring Resource Center Website
 - Practitioner Focused Blog
 - Grantee Dedicated Part of Site
 - Numerous Research-Based Resources
 - Evidence Reviews on Programs, Models, and Populations
- Research Board
- Training and Technical Assistance!
 - No-Cost Assistance For Your Mentoring Program

Remember!

- Please take **3-4 minutes to complete the anonymous survey** to let us know how we did at the end of the webinar.
- In about a week, you will receive an email with information on how to download the **slides, recording, and resources** on the OJJDP NMRC website, at www.nationalmentoringresourcecenter.org



- Introduce yourself!
- Talk with one another
- Share resources
- Respond to presenters



- Ask the presenters questions
- Upvote questions you'd like to see answered



Who's in the room?

Answer the poll!

What is your role in the mentoring field? (staff, mentor, program director, etc.)

Agenda

- A. Introductions
- B. Media Literacy Video
- C. What is Media Literacy
- D. The Impact of Media Literacy
- E. Improving Your Media Literacy
- F. Media Literacy Activity
- G. Media Literacy in Mentoring
- H. Anecdotes
- I. Three Next Steps
- J. Resources
- K. Panel
- L. Q&A



A man and a woman are walking together in a narrow, cobblestone alleyway. The man is wearing a grey sweater and blue pants, and the woman is wearing a green shirt and black pants. They are both looking at each other and talking. The alleyway is lined with colorful buildings, including a red one with many small, colorful stars on its wall. The scene is lit with a warm, golden light, suggesting late afternoon or early morning. The word "Introductions" is overlaid in large white text across the center of the image.

Introductions

Introductions

Jake Sullivan



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Introductions

Aaryan
Nema



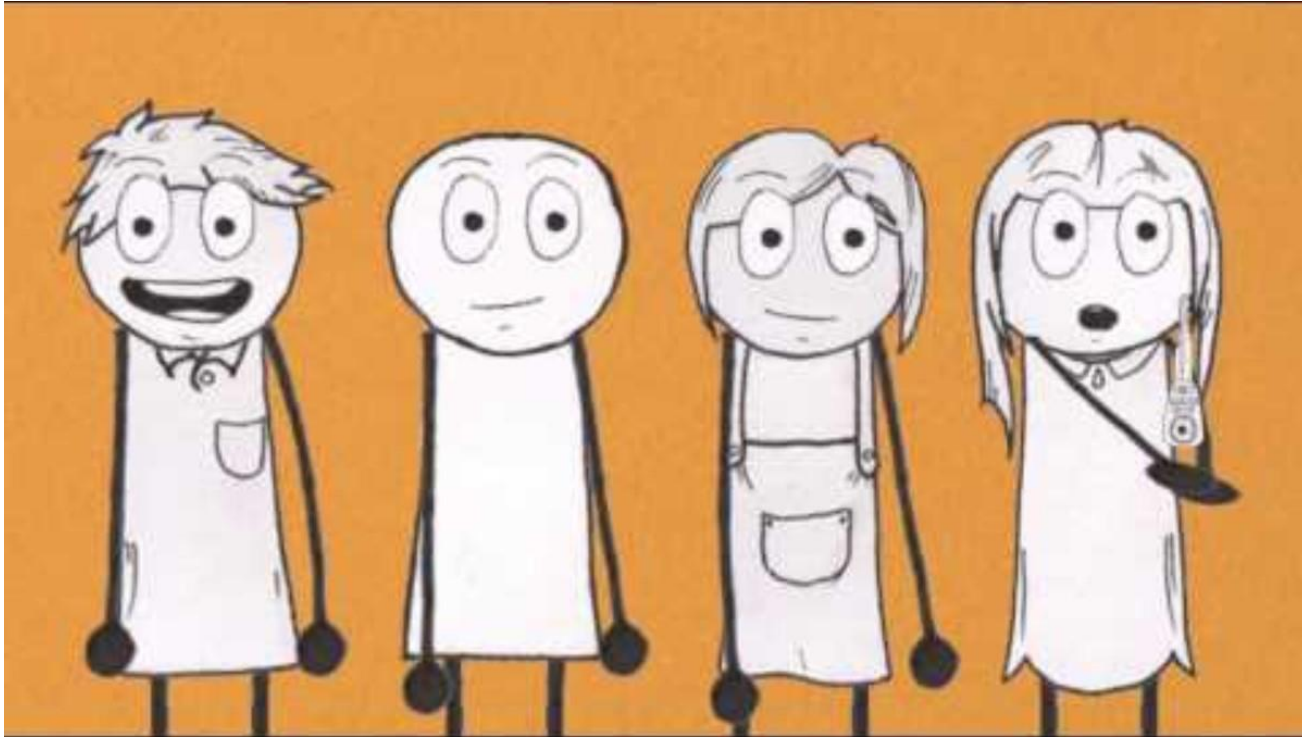
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Introductions

Gabriel
Capella



Quick Video on Media Literacy



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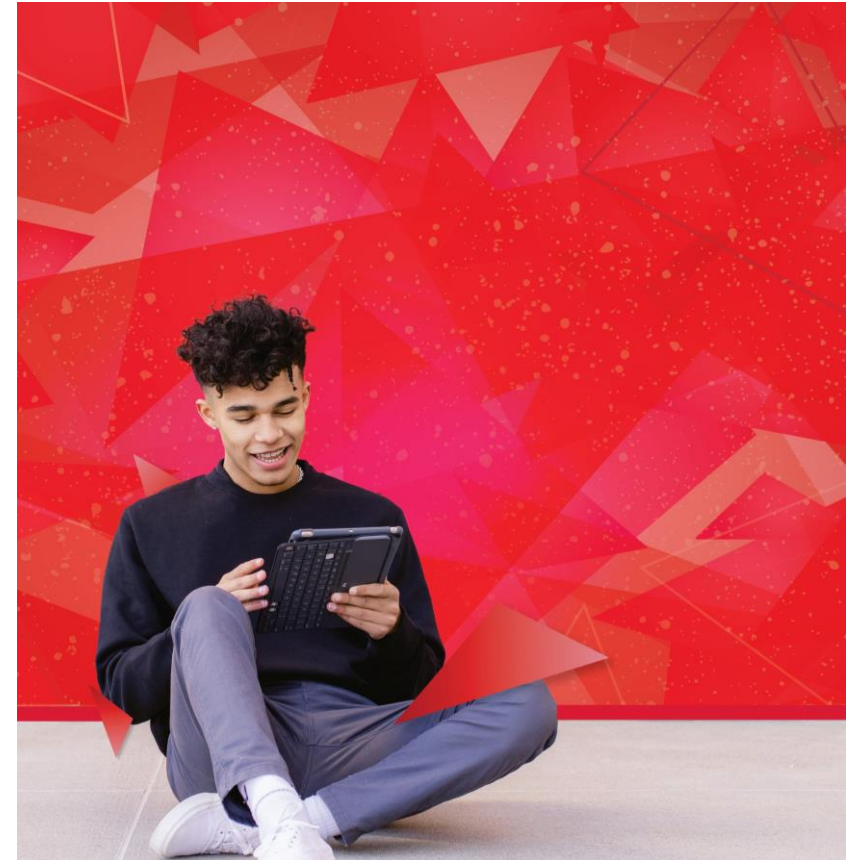
What is Media Literacy?

- Media Literacy is the ability to evaluate stories that circulate media sources for credibility
 - We should encourage people to critically think about the media they are consuming
- How can we access, analyze, and act on information presented in the media?
 - Who wrote this article?
 - By what organization was this funded?
 - Using multiple sources
 - Tone and Language



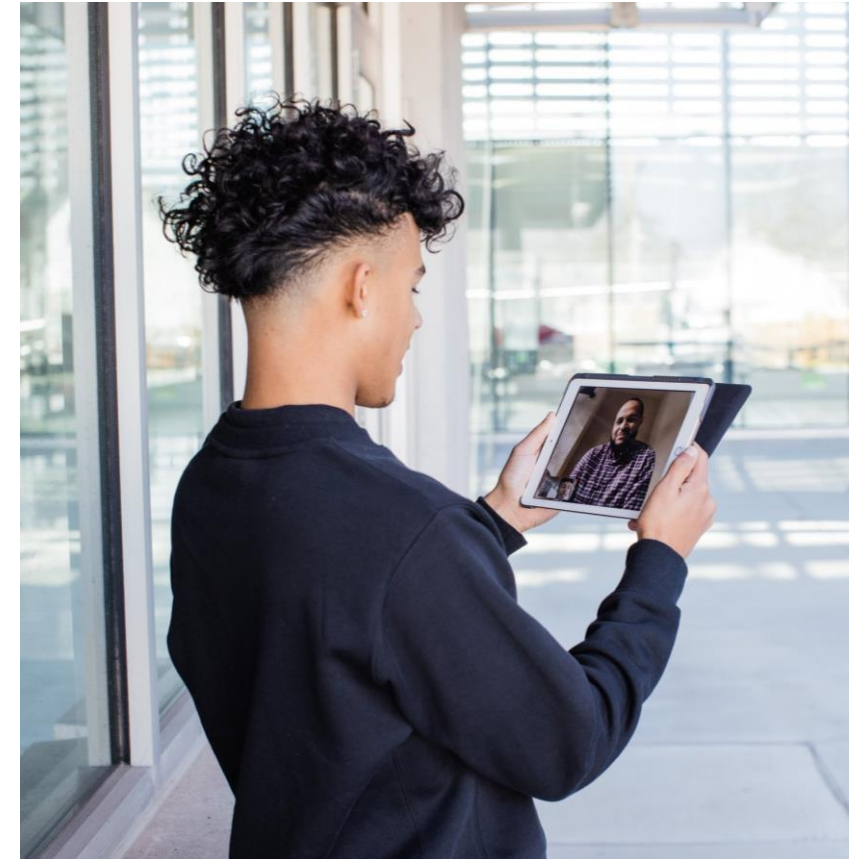
Why is Media Literacy Impactful?

- Increases in media literacy increase media quality (more networked information)
- Media Literacy enables citizens to make informed decisions on voting for leaders
- Media Literacy questions the intent of media stories
- Encourages younger generations to be more active in current events
 - News stories are popularized on platforms like TikTok, Instagram, Facebook



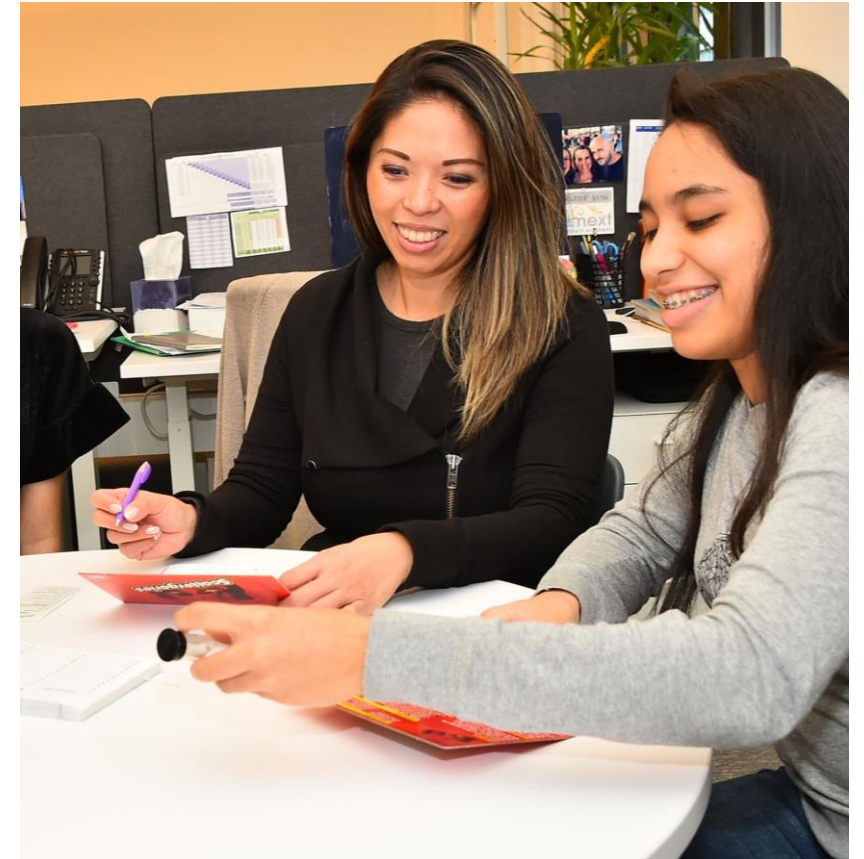
Improving Your Media Literacy!

- Step 1: Analyzing Media Messages
 - **Purpose:** Is the intent of the message to inform, persuade, entertain, or sell?
 - **Target Audience:** What audience is the article/story trying to target? Why do you think this is?
 - **Techniques Used:** What techniques (language, images, sounds, and symbols) are used to attract viewer attention and deliver the message?



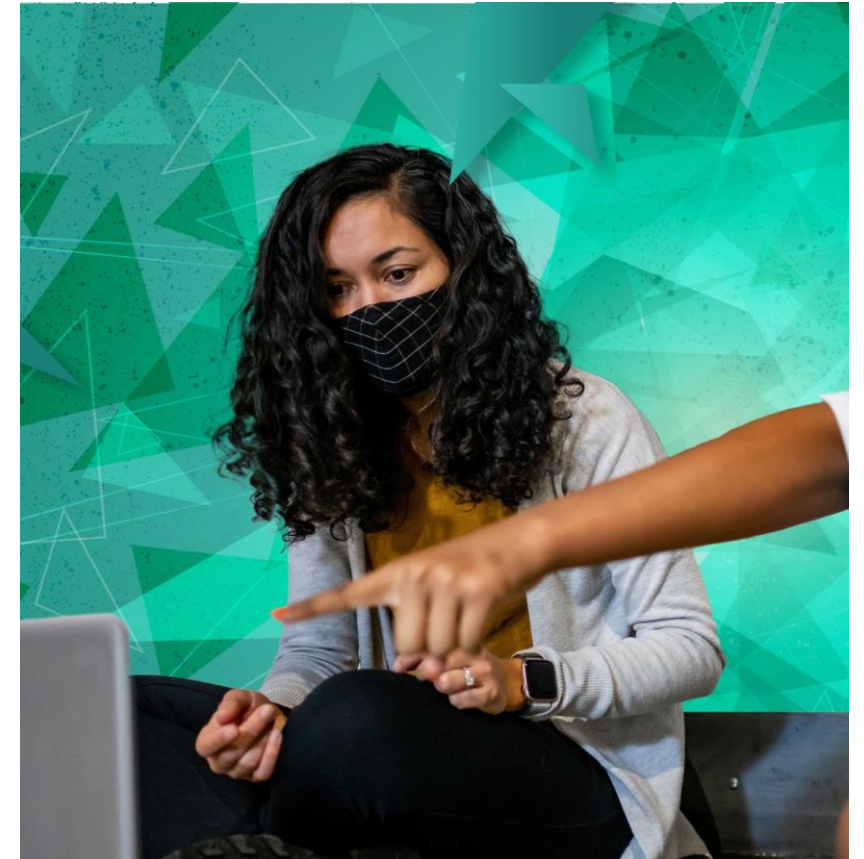
Improving Your Media Literacy!

- Step 2: Evaluating Source Credibility
 - **Author:** Who wrote the article? Check credentials.
 - **Publication:** Through what organization was this published? Is the publication reputable?
 - **Evidence:** Are there reputable sources cited near the bottom that back up the evidence in the article?



Improving Your Media Literacy!

- Step 3: Recognizing Bias
 - **What is Bias?** Political, Cultural, and Corporate Bias
 - **Loaded Language:** Emotionally charged words or exaggerated language that aims to provoke a strong reaction
 - **Adjectives and Adverbs:** Descriptive words that add subjective opinions rather than facts
 - **Selection of Facts:** Check for omitted important information or counterarguments
 - **Emphasis:** Observe what facts are highlighted and which are downplayed or ignored



Media Literacy Activity (5-10 Min)

Choose one of the articles, and identify if this publication is a good source

- Topic: Pineapple on Pizza
- [Article 1: Pizza Hut](#)
 - Biased towards Pineapples on Pizza. Pizza Hut intention is to SELL and PERSUADE. Miscellaneous Arguments
- [Article 2: The Publications](#)
 - Biased towards No Pineapples on Pizza. Harsh Language "Disgrace to Humanity" , "Crazy People", "Eating SpongeBob's House"
- [Article 3: Baking Steel](#)
 - Neutral Bias, rather informative, adds nutritional value of pineapples on pizza, and provides a recipe to make it.



Media Literacy in Mentoring

- Mentoring arrangements play a role in fostering and practicing media literacy
- Media literacy is a skill that needs to be practiced
- Young people often need support in practicing media literacy
- In mentoring relationships, the mentor learns from the mentee and the mentee learns from the mentor
- **Encourage media literacy!**



Anecdotes From Young People

- Would anyone like to share experiences with and insights into media literacy? Any good/useful tactics?





Panel Discussion

A narrow cobblestone street in a historic town, likely in Europe. The street is flanked by colorful buildings, including a prominent red brick building on the left with blue window frames and a grey stone building on the right with blue graffiti. The street is paved with cobblestones and has a few people walking. The lighting is warm, suggesting late afternoon or early evening. The text "Audience Q&A" is overlaid in the center of the image.

Audience Q&A

Three Next Steps

1. Reflect on what you learned in this webinar and compare it to other perspectives you have heard or seen about media literacy.
2. Form your own informed opinion about media literacy.
3. Spread your media literacy skills! Always remember to respect others' opinions and views, even if you think/know they are wrong. Patience and dialogue tend to achieve better results than assuming the worst about others!



Resources

- [The Importance of Learning Media Literacy Skills in an Ever-Changing Media Landscape](#)
- [It's Never Too Early to Teach Children how to Navigate the Media](#)
- [How Media Literacy Can Help Stop Misinformation From Spreading](#)
- [All About Media Literacy](#)
- [WHAT is Media Literacy and HOW Can Simple Shifts Center It](#)

