

MEDIA LITERACY SKILL MANUAL

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INTRODUCTION

Media Literacy is a set of perspectives that we actively use when we expose ourselves to the mass media. These perspectives process and interpret the meaning of the messages we encounter. The mass media is very sophisticated in attracting your attention and conditioning you for repeat exposure. This is why it's important for viewers to continue increasing their media literacy; it gives viewers control over their media exposure. People who are media literate have a higher understanding of what they are trying to get out of a media message. My name is Cristopher Avello, and I have appreciated the enhancement of higher media literacy skills through media platforms like Amazon, DirecTV, and EA Sports. Amazon's wide variety of media messages entertains me and programs perspectives from familiar advantages I've encountered in the past. Since enhancing my Media Literacy skills, I've learned viewers need to be programmed beyond strict reality or else they get bored.

Media Literacy is developed through messages that satisfy the audience's needs; then the media translates those messages into different forms to appeal to different audiences. For example, just the other day I could access my Amazon Prime account across three or four different channels, thus fuelling my expectations of the resources I expended. The quick wireless wifi sign on instantly sub-headed my favorites, the recently watched, and popular entertainment choices I'd been segmenting since agreeing to the terms of the policy. But if the authority and the way we evaluate these messages trigger roadblocks on this path to higher media skills, some patterns and other messages we encounter could expose us to faulty messages.

MEDIA THEORY

Authoritarians presence in Media Literacy has been evident since the start of studying social engagements, political powers and social movements that shift individuals' understanding towards more unintended consequences. Authoritarians where I grew up could be found inside classrooms, city official buildings, or wearing badged uniforms; occupations constrained by intuitive structural forces. Stable and bright future careers with unlimited control of communications; inputting authoritarian values into people's understanding of the underlying endurance in shaping society's way of fulfilling daily activities. These styles of authoritarian ideas also have effects on education. Authoritarian schematics were in Berlin, Germany around March 5, 1933. And again in Cuba during the Bay of Pigs. Intimidation tactics, the streets full of nazi posters and flags. In Cuba it was the Cuban Revolution Council calling on Castro to be overthrown. The new agenda called the "enabling act", allowed Hitler to enact new laws without interference from the president, this also demonstrated a control of the governing elite. German socialist used legal means to give their actions a semblance of legality, United Russia's term clashed with the strongest economic growth in the last thirty years. Finally, Authoritarian provides different results for different situations. Russia's economy has grown into a powerful European country, Miami continues to grow into a bigger city.

SKILL

The way the audience evaluates while the media programs is the media literacy topic I shall speak more in depth about. For starters “the more you know, the more you understand.” The media removes the audience from reality one step at a time combined with a wide variety of entertainment that triggers attitudes during intense live sport action games, stimulated with emotional appeals when viewers are exposed to advertisements, and video game players gain a sense of reward when seeking those difficult tasks set out by programmers. These media effects constantly shape viewers' emotions with personalized prescribed messages. Beginning with the audience accepting the glut, then letting it shape them during unthinking systematic support while behaviorally engaged in advertisements. The second removal technique by the media is unengaging the defenses during the state of automaticity, the viewer is unaware of any learning being broadcasted, also not actively evaluating the processed information interrupts your development of media industry effects, stages, and perspectives. Regardless if it's any of the factors when removing an audience from reality or your perspective on what news you should be watching, we are all faced with the challenge of what media we should evaluate. And not just evaluating unthinking support or unintentional effects, but understanding which standards are that we should evaluate with appropriate standards.

SUMMARY

Media Literacy does open up perspectives during the evaluation of accepting messages, continually engaging in Media Literacy increases your awareness for accepted standards. Faulty information with the use of noticing demographic patterns in the television world and the real world is one example of non accepted standards. The character patterns observed when the audience controls many of the factors shaping their occupational accounts are programmed by the media. Detail-Oriented articulate Lawyers, Honest Medical Workers, and Authoritarian Managers are occupational character examples stereotyped by the media so that the audience may have quick access to people and events, set of expectations systematically monitored when referring to character changes much like transitioning from Totalitarian Rule to Democracy, the authoritative power constantly providing innovative varieties of content across disparate mediums shifting the audiences perspective. Digital Media continues pushing boundaries with subscription based plans and even usb sticks with stored free media programming that exposes viewers to familiar faces. In conclusion the concept of subjects with advantages are media literate and have a higher understanding of the systems with the most powerful tools.

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