MEDIA 101
READING BETWEEN THE LINES

BEFORE YOU BEGIN

Print/Copy: *Handout; Student Resource I, II, III, IV & V*
Supplies: *Internet-enabled devices*

GOALS

- Learn the principles and practical applications of the CLUMSY model.

- Understand the need to become thoughtful consumers of media and to take action against media bias.

OBJECTIVES

- Students will demonstrate their ability to analyze media for bias by applying CLUMSY.

- Students will express their desire and ability to be thoughtful media consumers and to take action against media bias.

INTRO
(1 MINUTE)

We interact with media all the time—through radio, podcasts, social media, online outlets and second-hand reports from friends—and we form our opinions of the world based on this information. The problem is that sometimes this information is biased, missing the context or bigger picture, or even misrepresenting or manipulating the facts. Understanding and actively engaging with the media we consume is vital to getting a full picture of what is really going on and ensuring that others do as well. Today's media is accessible, which means it can be easily manipulated, but it also means that you can have a real influence on ensuring that it stays accurate and unbiased.

STEP UP
FOR ISRAEL

A project of
JerusalemU

ACTIVITY
CLUMSY MEDIA
(10 MINUTES)

GOAL

For the students to practice identifying media bias and applying the CLUMSY model, and understand how they can be thoughtful media consumers capable of acting against media bias.

PREP

- Divide the students into groups of two or three.

- Give each group one copy of the **Handout**, as well as one **Student Resource**, each of which contains a sample of media bias. Most are related to the Israeli-Palestinian conflict and one is related to general world media.

- Each student resource has a corresponding teacher resource—titled with the same numeral—that provides further information and context for the respective media bias samples. The teacher can use these resources to assist the students and answer questions.

INSTRUCTIONS

Explain the following instructions:

Let's practice using CLUMSY, identifying media bias and brainstorming what we can do about it.

STEP 1

Look through your assigned media sample, applying the CLUMSY model to analyze whether the clip or article demonstrates media bias. If the bias is not clear from the sample, Google the names and events to find out more.

STEP 2

Fill out the **Handout** based on what you've discussed.