



Working Multimedia Essential Resources Guide

MEDIA ECONOMY AND ECOLOGY

Ad Age - Data Place

<http://www.adage.com/datacenter.cms>

This site provides information about the 100 businesses spending the most on advertising, the top 200 brands, newspaper and magazine circulation ratings, and more.

The Ad and the Ego

One of the most provocative films ever made about advertising's impact on individuals and our culture. A must for media studies, civics, communications, public health, social studies, history, and production classrooms. Find out more about the film and how you can order a copy at

<http://www.TheAdandtheEgo.com/>.

(Download a FREE "The Ad and the Ego" study guide, too!)

Adbusters/Media Foundation

<http://adbusters.org/home/>

Provocative magazine features anti-consumerism and pro-social ads for students to analyze, as well as articles and letters that raise important questions about consumerism and corporate activity within our society.

AdcultUSA: The Triumph of Advertising in American Culture

by James Twitchell. (New York: Columbia University Press, 1996)

A scholar sympathetic to advertising explores how ads work in our cultural spaces.

Advertising and the End of the World

In this provocative MEF film, Sut Jhally explores the impact of advertising on our culture and our ecology, asking us to imagine a different and more sustainable future. See <http://www.mediaed.org> for more information.

Adweek

<http://www.adweek.com/aw/index.jsp>

Produced for advertising executives, this magazine offer no-holds barred advice on turning us into brand-loyal consumers.

Affluenza

www.pbs.org/kcts/affluenza/

This PBS series deals with the social and environmental costs of materialism. The teacher's guide is full of activities to complement the film.

The Age of Missing Information

by Bill McKibben. (New York: Plume, 1992)

Comparing 24 hours of television watching with 24 hours spent hiking in the woods, McKibben challenges the notion that we live in "The Information Age." A well-written and lively personal meditation on our media culture.

American Demographics

<http://www.demographics.com/>

A bi-monthly magazine relaying up-to-the-minute research on what Americans are buying and why.

Burger Wuss

by M.T. Anderson (Cambridge: Candlewick Press, 1999)

This young adult novel takes a satirical look at consumerism, youth culture, and the fast food industry.

Behind the Screens

Featuring interviews with Robert McChesney, Janet Wasko, Mark Crispin Miller, Susan Douglas and other prominent media observers, this MEF film looks at the consequences of Hollywood going "hypercommercial." See

<http://www.mediaed.org> for more information.

The Big One (1998)

Filmmaker Michael Moore takes on globalization and CEOs in this irreverent and provocative film. Rent at most video stores!

Bowling For Columbine (2002)

Michael Moore's Oscar winning film raises significant questions about American society's obsession with guns and all forms of mediated violence. Rent at any video store (soon)!

Captive Audience

Our public schools are become battlegrounds for the hearts and minds of our children. Explore how corporate commercialism has penetrated U.S. public schools, and how students, teachers, parents, and communities are fighting back in this important MEF film. See <http://www.mediaed.org> for more information.

Center for a New American Dream

<http://www.newdream.org/>

This national nonprofit is attempting nothing less than shifting U.S. culture away from its current emphasis on consumption towards a more fulfilling, just and sustainable way of life.

Consumer Reports

<http://www.consumerreports.org/>

This magazine provides accurate and tested information about consumer products.

The Consumer Trap

by Michael Dawson (University of Illinois Press, 2003)

A stunning scholarly analysis of big business marketing in U.S. culture.

Culture Inc.: The Corporate Takeover Of Public Expression

by Herbert Schiller (Oxford: Oxford University Press, 1989)

A detailed analysis of growing media corps and their shift from “serving the public interest” to “our 1st amendment rights.”

Feed

by M.T. Anderson (Cambridge: Candlewick Press, 2002)

This young adult novel portrays a dystopian future in which people are networked into a corporately-controlled electronic reality via chip implants. A provocative read for all ages, and a powerful literary resource for high school and college educators. Visit <http://www.candlewick.com> for more details.

Four Arguments for the Elimination of Television

by Jerry Mander (New York: Quill, 1978).

In a somewhat dated but well-documented study, a former advertising executive explains why TV may be a tool our society would be better without.

The Image: A Guide to Pseudo-Events in America

by Daniel Boorstin (New York: Vintage Books, 1992)

One of the first historical texts written about the transformations images have wrought on our cultural perceptions of ourselves.

The Insider (1999)

A mesmerizing account of corporate/media censorship, loosely based on the events surrounding tobacco executive Jeffrey Wigand's whistleblowing, with the help of “Sixty Minutes” producer Lowell Bergman. Rent at any video store!

In The Absence of the Sacred

by Jerry Mander (Sierra Club Books: San Francisco, 1991)

The author, a former advertising executive, examines a number of different technologies (computers, genetics, television) and the consequences of their use in our highly mediated modern world.

Media/Society: Industries, Images, Audiences

by David Croteau and William Hoynes (Thousand Oaks: Pine Forge Press, 2002)

An excellent scholarly overview focusing on the relationship between media and society, featuring sections on media economics, politics, representation,

ideology, and globalization.

Mickey Mouse Monopoly

Exploring the connections among Disney, childhood, and corporate power, this MEF film takes viewers behind the scenes of the world's most popular family-oriented media conglomerate to explore how children's culture is commercialized. Eye-opening resource for kids, parents, families and schools alike. See <http://www.mediaed.org> for more information.

Money For Nothing

Narrated by Sonic Youth's Thurston Moore and featuring interviews with popular artists such as Spearhead's Michael Franti, rapper Chuck D, punk/folk performer Ani DiFranco, and Riott Grrrl co-founder Kathleen Hanna, this MEF film goes behind the business of pop music to show how the recording industry is managed. Useful for economics, health, music, social studies, and history classrooms. See <http://www.mediaed.org> for more information.

A Nation Transformed by Information: How Information Has Shaped the United States

From Colonial Times to the Present

edited by Alfred D. Chandler, Jr. and James W. Cortada. (Oxford: Oxford University Press, 2000).

A comprehensive and scholarly essay-by-essay collection detailing the various ways in which media systems have transformed U.S. society since the colonial period.

Network (1976)

This classic Hollywood film tells the story of one struggling television network's attempts to stay afloat using a washed-up news anchorman as an audience magnet.

Neuromancer

by William Gibson (New York: Ace, 1994).

Winner of the Hugo, Nebula, and Philip K. Dick Awards for science fiction, this novel creates a dark urban world of the future where even the humans are built of interchangeable parts. Fascinating view of a possible future internet and "government."

No Logo: Taking Aim At The Brand Bullies

by Naomi Klein (New York: Picador, 1999).

Klein, a Canadian journalist and activist, explores how corporations like Walmart, Starbucks, and Kinko's have branded our society, the economic and political trade-offs involved in living in a branded culture, and how activists around the world are fighting back. A powerful resource for civics, social studies, history, economics and health classes.

Rich Media, Poor Democracy

Based on broadcast historian Robert W. McChesney's popular and ground-breaking book, this MEF film examines the effects of corporate media consolidation on journalism, democracy, civic life, and culture. A must for any civics, history, media studies, social studies, or public health classroom. See <http://www.mediaed.org> for more information.

Snow Crash

Neal Stephenson (New York: Bantam, 1992).

Franchises and the Internet have taken over, neighborhoods have been enclaved, the federal government has been reduced to a small city-state, and an Aleutian Islander named "Raven" almost destroys hackers around the world. What else can one say about a book in which the main character is named "Hiro Protagonist?" A great read...some say the new Huxley.

Stay Free Magazine

<http://www.stayfreemagazine.org/>

Carrie MacLaren's activist magazine investigates commercialism in American culture.

The Truman Show (1998)

What happens when one corporation builds an entire program around the life of one person - and he finds out his whole life is a made-for-television movie? Watch Peter Weir's film and find out. Rent at any video store!

Understanding Media

This pioneering CD-ROM explores a whole host of media literacy issues — advertising, consumerism, general principles, persuasive language and propaganda, and more. See <http://www.nmmlp.org> for more information.

Ways of Seeing

by John Berger (Great Britain: Penguin Books, 1972).

An art critic and philosopher examines the ways in which art has been transformed from a legitimate form of cultural expression into a commodity. This tiny but provocative study is *accompanied* by a plethora of photographs. Used in many courses!

Zillions Ed Center

<http://www.zillions.org/>

Consumer Reports' Zillions magazine contains consumer information for kids and research studies about kids and advertising.

MEDIA AND DEMOCRACY

Accuracy in Media (AIM)

<http://www.aim.org/main.htm>

AIM is a conservative national media watch group. Their purpose is "fairness, balance, and accuracy in media."

Advertising and a Democratic Press

by C. Edwin Baker (Princeton: Princeton University Press, 1994).

In this well-documented academic study, the author argues that U.S. newspapers would be more democratic without the influence of advertising. He challenges the idea that government regulation of corporate media violates the First Amendment.

AGP/People's Global Action Network

<http://www.nadir.org/nadir/initiativ/agp/>

The site of People's Global Action is a network for sharing information and coordinating actions between grassroots movements around the world.

The American Civil Liberties Union

<http://www.aclu.org/>

The ACLU (American Civil Liberties Union) defends individuals' rights against the power of the state.

Americans for a Society Free from Age Restrictions

<http://www.asfar.org>

ASFAR is an organization dedicated to protecting and advancing the legal civil rights of youth. ASFAR fights the voting age, curfew laws, and other laws that limit the freedom of young people.

All the Presidents Men (1976)

A fictional Hollywood film re-tells the Washington Post's investigation of the Watergate cover-up during the early 1970s. Raises important questions about press freedoms in a democracy.

Breaking the News: How the Media Undermine American Democracy

by James Fallows (New York: Pantheon, 1996)

A bold and important analysis from a respected veteran journalist - an important challenge for our society.

Billboard Liberation Front

<http://www.billboardliberation.com/>

This website describes the creative work of the Billboard Liberation Front.

The Biotic Baking Brigade

<http://www.bioticbakingbrigade.org>

For more information on the Biotic Baking Brigade's pie politics, visit this site.

California Newsreel

California Newsreel's website – <http://www.newsreel.org> - offers Patricia Aufderheide's important "General Principles of Media Literacy" online as well as numerous investigative and educational videos appropriate for classroom or home use.

Center for Public Integrity

<http://www.publicintegrity.org/>

This non-profit and non-partisan organization has published over 40 studies, reports, and books on public service and ethics-related issues. Recent investigations have focused on issue ads and campaign finance. Find out who owns the airwaves in your community by accessing their web links at <http://www.openairwaves.org/telecom/analysis/default.aspx>

Changing the World Through Media Education

by Sue Lockwood-Summers, et. al. (Fulcrum Publishing, 1998.)

Media literacy lesson plans, activity and project ideas, and reproducibles.

Children Now

Information at <http://www.childrennow.org> about how recent FCC changes effect youth television programming.

Clamor Magazine

Find out more about Allied Media Projects, *Clamor* magazine, and the Allied Media Conference in Bowling Green, Ohio (where you can bring your zines!) at <http://www.clamormagazine.org>

Coloredgirls.org

The website of the Women of Color Resource Center –

<http://www.coloredgirls.org> - is an important resource for anything related to girl's rights.

Columbia Journalism Review

<http://www.cjr.org/owners>

The "Who Owns What" link is a tremendous resource for ownership information.

Commondreams.org

A useful source of alternative news and information: <http://commondreams.org>

Consumersunion.org

Special reports on consumerism, especially marketing aimed at kids, at

<http://www.consumersunion.org>

Congress – Contact Your Elected Representatives

Visit <http://www.visi.com/juan/congress/> to contact your Congressional representatives.

Constructing Public Opinion

This MEF film examines the ways in which "public opinion" is developed by pollsters, politicians, the media industry, and other often-invisible but influential opinion-shapers. See <http://www.mediaed.org> for more information.

The Corporation

This powerful documentary takes on the most controversial but little-discussed problem of our time – unbridled corporate power. Find out more at <http://www.thecorporation.tv/splash.php>

CorpWatch

<http://www.corpwatch.org/>

Holding Corporations accountable, CorpWatch counters corporate-led globalization through education and activism. We work to foster democratic control over corporations by building grassroots globalization--a diverse movement for human rights, labor rights and environmental justice.

Democracy Now

Amy Goodman's pioneering style of civic journalism, on the radio, television, and online. "The exception to the rulers" at <http://www.democracynow.org>

The Elements of Journalism: What Newspeople Should Know and the Public Should Expect

by Bill Kovach and Tom Rosenstiel (New York: Three Rivers, 2001)

A concise and provocative account exploring how we might fix what's wrong with journalism, from two insiders.

FAIR

<http://www.fair.org/>

This national media watch group, has been offering well-documented criticism of media bias and censorship since 1986. They work to invigorate the First Amendment by advocating for greater diversity in the press and by scrutinizing media practices that marginalize public interest, minority and dissenting viewpoints.

Freedom Forum

<http://www.freedomforum.org>

Access up-to-date information on media policy and legislation in the U.S. and abroad.

Freechild Project

This web site – <http://www.freechild.org> - lists grants and awards for youth activism.

Freespeech.org

This web site - <http://www.freespeech.org> - contains a wide selection of independently produced video and audio projects.

Future500.com

A comprehensive database – <http://www.future500.com> - of youth activism and organizing in the United States. Find contact information, an organization's profile, history, budget, size, race, age, and issues tackled. Add your group and gain new supporters, interns, and allies or network with other organizations across the country and world.

Grassfire.com

A conservative online political activist group. Contains campaigns and short videos at <http://www.grassfire.com>

How To Watch TV News

by Neil Postman and Steve Powers. (New York: Penguin, 1992).

Written by an academic AND a news producer, this book is an indispensable guide to understanding the culture of television news broadcasting.

In These Times

Investigative journalism and sharp cultural criticism from this independent newspaper at <http://www.inthesetimes.com/>

The Kid's Guide to Social Action

by Barbara Lewis (Minneapolis: Free Spirit Publishing, 1998)

A great book about young adults' influence over electoral politics.

Local Broadcast News and Local Democracy - A Public Radio Special – NMMLP Audio CD

Veteran radio producer Paul Ingles convenes two panels of national media experts and news professionals to debate how well local TV and radio news programs inform citizens so they can participate in their democracy. See <http://www.nmmlp.org> for more information.

Manufacturing Consent: The Politics of Mass Media

by Noam Chomsky and Ed Herman (New York: Pantheon Books, 1988).

This landmark book examines connections between big media, big business, and big government.

Mediarights.org

A nonprofit organization – <http://www.mediarights.org> - that helps media makers, educators, librarians, nonprofits, and activists use documentaries to encourage action and inspire dialogue on contemporary social issues

The Media Monopoly

by Ben Bagdikian (Boston: Beacon Press, 1992).

The author examines a variety of media, including newspapers, magazines, and advertising, in this well-documented exploration of the mass media's move towards corporate centralization and, some would say, domination.

Media Ownership and Democracy in the Digital Information Age

by Mark Cooper (Center for Internet and Society, 2003)

A must for policy-makers! Exhaustively explores how the First Amendment ought to influence U.S. media markets, but doesn't (yet).

Mother Jones

An independent nonprofit magazine – <http://www.motherjones.org> - with a focus on social justice through investigative reporting.

The Nation

The United States' oldest weekly political magazine. Visit <http://www.thenation.org> for more information.

MoveOn.org

A progressive online activist organization; visit <http://www.moveon.org> for more information.

Negativland.com

Offers information on copyright law and samples of the group's humorous music, art, and jokes at <http://www.negativland.com>

The Problem of the Media

by Robert McChesney (Monthly Review Press, 2004)

Combines media scholarship with a commitment to media reform by one of our most important media activists.

Public Radio and Television in America – A Political History

by Ralph Engelman (Thousand Oaks: Sage, 1996)

Important and accessible history of public radio and television broadcasting in the United States.

Takebackthedia.com

Lists links to current corporations' media holdings and activist information at <http://www.takebackthedia.com>

Theonion.com

Satirical news and information on current issues available at <http://www.theonion.com>

Tom Paine Website

<http://www.tompaine.com>

A weekly progressive Internet newsletter featuring provocative essays on contemporary political and economic life, with a continuing emphasis on journalism and other media's role in shaping our political culture.

Toxic Sludge is Good For You

How does the public relations industry work? View this important MEF film and go behind the scenes of the PR industry to see how stories are spun, framed, and even fabricated. A must for journalism, history, social studies, civics, and health classrooms. See <http://www.mediaed.org> for more information.

Mad City (1997)

How far will television news crews push a volatile situation to create a newsworthy media event? This Hollywood film explores this question.

Media Monopoly Index

http://www.mediaspace.org/MMI/mmi_frame.html

Shows how a handful of corporations dominate the commercial media system.

PR Watch - Spin of the Day

<http://www.prwatch.org/cgi/spin.cgi>

Get the latest from the world of public relations professionals and "spin" in this watchdog report.

Project Censored

Every year, Peter Phillips and his team collect the top censored news stories and publish them in an annual collection. A must for history, civics, journalism, media studies, and communication classes! Find out more at

<http://www.projectcensored.org/>

Rich Media, Poor Democracy: Communication Politics in Dubious Times

by Robert W. McChesney. (New York: New Press, 1999).

Hailed as a comprehensive account of how the U.S. ended up with a corporately-controlled media system.

Seducing America: How Television Charms the Modern Voter

by Roderick Hart (New York: Oxford University Press, 1994).

Perhaps the best single book written on television's effects on our democratic process. Scholarly and important.

Wag the Dog (1997)

How can a scandal-ridden president distract a nation from his own sexual peccadilloes? Why, stage a war, of course! Barry Levinson's satirical Hollywood film seems eerily accurate, exploring the cozy relationship between the federal government and Hollywood.

We The Media: A Citizens Guide to Fighting for Media Democracy (New York: The New Press, 1997). Collection of articles and political cartoons from the alternative press that focuses on ownership, concentration & control, commercialization, content and access.

White House Direct E--Mail

Reach the current occupant of the White House at <http://www.whitehouse.gov>

MEDIA, REPRESENTATION, AND STORYTELLING

Amusing Ourselves to Death: Public Discourse In The Age of Show Business

by Neil Postman. (New York: Penguin, 1985).

An insightful look at how the aesthetic structure of television undermines our important public conversations about politics, religion, and the news. Best read in conjunction with Mitchell Stephens' **The Rise of the Image the Fall of the Word**.

Bamboozled (2000)

Spike Lee's film chronicles a struggling television writer's attempts to revive his struggling television network by producing "ManTan," an outrageously offensive racist minstrel show that becomes a hit with national audiences. Rent at any video store!

The Beauty Myth

by Naomi Wolf (New York: Morrow, 1991).

The author explores advertising and the unattainable ideal of beauty in this watershed book.

Big World, Small Screen

Based on American Psychological Association research (Lincoln: University of Nebraska Press, 1992).

The thirty-year review of research by the American Psychological Association that focuses on television and its relationship to a variety of social groups within American culture.

Blackgirl Magazine

Founded by 13-year old Atlanta resident Kenya Jordana James in 2001, this magazine and its youthful staff are committed to providing information that not only entertains, but empowers.

The Black Image in the White Mind: Media and Race in America

by Robert M. Entman and Andrew Rojecki (Chicago: University of Chicago Press, 2001).

This scholarly study explores the ways in which "blackness" is represented in U.S. media outlets: film, news, advertising, and other popular forms of storytelling.

Boxed In: The Culture of TV

by Mark Crispin Miller (Evanston: Northwestern University Press, 1988).
Academic analysis joins with dry wit in this focused collection of essays that examine a variety of TV spectacles, from commercials to “Cosby” to TV News to “Family Feud.” An engaging read, especially for those who can stay with detailed insights.

Brave New World and Brave New World Revisited

by Aldous Huxley (New York: Harper, 1989).
During the Great Depression, Huxley penned a dystopian account of a futuristic society in which the many controlled the few. How prophetic was he? Read the book (and his "revisited" essay several years later) and decide for yourself.

The Call of Stories: Teaching and the Moral Imagination

by Robert Coles (Boston: Houghton Mifflin Co., 1989)
Coles makes a compelling cultural case for the need to tell and retell stories, using personal anecdotes from his life and others.

Cultural Criticism and Transformation

Provocative cultural critic bell hooks discusses the relevance of cultural criticism as a tool for understanding our mediated world in this important film. See <http://www.mediaed.org> for more information.

The Disappearance of Childhood

by Neil Postman (New York: Delacorte Press, 1982).
Postman argues that the advent of an image-based television culture has blurred the lines between childhood and adulthood, with ambivalent consequences for American society. Reprinted in '96.

Dads and Daughters

<http://www.dadsanddaughters.org>

This national nonprofit is "an essential aid for the fathers of adolescent girls," explains Mary Pipher Ph.D., author of *Reviving Ophelia*.

Dreamworlds

Banned by MTV, this MEF film examines "desire, sex, and power in music video," looking at the ways in which popular music videos and their messages are constructed. A powerful resource supporting health, media studies, social studies, and popular culture classrooms. See <http://www.mediaed.org> for more information.

EdTV (1999)

Anticipating the rise of reality TV, Ron Howard's film looks at how one man's ordinary life becomes extraordinary when turned into a television program. Rent at any video store.

Fierce

A truly different magazine for women out of Atlanta from multicultural, diverse viewpoints and a great energy young adult women will really like and young adult men will learn a lot from.

Game Over

Interested in provoking a discussion with your students about video games? This MEF film is a powerful resource, considering gender, race, and violence in video games, among other topics. See <http://www.mef.org> for more information.

Gender, Race, and Class in Media

Ed. by Gail Dines and Jean Humez (Thousand Oaks: Sage, 2003)

Remarkable collection of media literacy education essays from diverse points of view.

Hollywood vs. America

by Michael Medved (New York: HarperCollins, 1992)

The author criticizes celluloid messages created by the movie industry, arguing that many modern films portray situations and characters that subvert our culture's sustainable institutions, including families and organized churches.

Life: the Movie

by Neal Gabler (New York: Alfred A Knopf, 1998).

Considers the various ways in which Entertainment has become synonymous with experience in our modern mediated culture. Funny and provocative.

Listening In: Radio and the American Imagination

by Susan Douglas (New York: Time Books, 1999). Writing with tremendous insight and a keen wit, Douglas takes us on a tour of radio since the century's turning. A stunning book.

Mediaandwomen.org

An activist site – <http://www.mediaandwomen.org> - for feminist media activists interested in women's and girls' rights.

Medios y Remedios

The very first Spanish language media literacy CD-ROM ever, dealing with a variety of ML issues, including public health and representation. See <http://www.nmmlp.org> for more information.

Movie-Made America: A Cultural History of American Movies

by Robert Sklar. (New York: Vintage Books, 1994).

An indispensable guide for exploring how movies have shaped and been shaped by American culture during the last century.

The Myth of 'The Clash of Civilizations'

Prominent cultural observer Edward Said critiques Harvard historian Samuel Huntington's popular "Clash of Civilizations" thesis in explaining globalization, terrorism, free trade, and other contemporary world issues. Particularly useful for social studies, history, geography, and literary/cultural studies classrooms. See <http://www.mediaed.org> for more information.

New Moon: The Magazine for Girls and Their Dreams

A magazine for every girl who wants her voice heard and her dreams taken seriously and for every adult who cares about girls. No annoying makeup tips!

Off the Straight and Narrow

This MEF film examines portrayals of gays, bisexuals, and lesbians on television. See <http://www.mediaed.org> for more information.

On Orientalism

Prominent cultural observer Edward Said explores ways in which Western culture has constructed notions of "the Other." Particularly useful for social studies, history, geography, and literary/cultural studies classrooms. See <http://www.mediaed.org> for more information.

Playing Unfair

This MEF film examines media images of the female athlete, exploring how women in competitive sports are transformed into more stereotypical and passive females for public consumption in our media culture. See <http://www.mediaed.org> for more information.

Representation and the Media

Leading cultural studies critic Stuart Hall explains the basics of "representation" as a way of thinking about what constitutes "truth" in our mediated culture. Complete with "Black Acting School," a hilarious sketch from Robert Townsend's film "Hollywood Shuffle." See <http://www.mediaed.org> for more information.

Representations of Race

Video/DVDs and [downloadable pdf](#) on race representation from [GR Institute for Information Democracy](#).

The Rise of the Image the Fall of the Word

by Mitchell Stephens. (New York: Oxford University Press, 1998). Provocatively argues that, like the written word before it, the image can be harnessed for new, creative, even visionary purposes. Best read in conjunction with Neil Postman's **Amusing Ourselves to Death**.

Tough Guise

Jackson Katz explores the often-troublesome ways our media culture defines "masculinity" in this MEF film. See <http://www.mediaed.org> for more

information.

What a Girl Wants

This MEF film scrutinizes notions of "femininity" as portrayed in popular media. See <http://www.mediaed.org> for more information.

Where the Girls Are: Growing Up Female with the Mass Media

by Susan Douglas (New York: Random House: 1994)

A humorous book written for baby boomers that will give teens the understanding that everyone's been manipulated by media.

MEDIA AND PUBLIC HEALTH

American Academy of Pediatrics

<http://www.aap.org/>

Access numerous research studies and educational materials for families and teachers.

Blowing Away Big Tobacco's Big Lies: Media Literacy for Tobacco Prevention – NMMLP CD

This CD containing over 250 media examples (pictures and movie clips) with printable discussion guides for teachers, parents and workshop leaders. See <http://www.nmmlp.org> for more information.

Can't Buy My Love: How Advertising Changes the Way We Think and Feel

by Jean Kilbourne (New York: Touchstone, 1999)

Social activist and acclaimed producer of the "Killing Us Softly" films takes you on a tour of advertising's "toxic cultural environment." Provocative!

Center for Media Education

<http://www.cme.org>

Based in Washington, D.C. the Center for Media Education, a national nonprofit research and advocacy organization founded in 1991 to educate the public and policymakers about critical media policy issues.

Children, Adolescents, and the Media

by Victor C. Strasburger and Barbara J. Wilson

With a chapter on media literacy by NMMLP's Bob McCannon, this book provides a comprehensive, research-oriented background to the developmental impact of the myriad interactions children and adolescents have with modern media.

Children Now

<http://www.childrennow.org>

Site includes various recent research studies exploring coverage of children by the media, diversity in media representation of children, and more.

Consuming Kids: The Hostile Takeover of Childhood

by Susan Linn (New York: New Press, 2004)

A psychologist explores marketers' exploitation of childhood in this provocative resource.

Dads and Daughters: How To Inspire, Understand, and Support Your Daughter

by Joe Kelly (New York: Broadway, 2002)

Dads and Daughters' founder provides thoughtful insights into the relationship between fathers and daughters. Find out more at

<http://www.dadsanddaughters.org>

Date Rape Backlash

This MEF film examines the difficult but important subject of date rape. A powerful resource for health and gender studies classrooms. See

<http://www.mediaed.org> for more information.

Fast Food Nation: The Dark Side of the All-American Meal

by Eric Schlosser (New York: Houghton Mifflin, 2001)

Ground-breaking investigative account of the fast food industry's impact on our culture, with implications for media literacy education.

Food Politics: How the Food Industry Influences Nutrition and Health

by Marion Nestle (Berkeley: University of California Press, 2002)

Pioneering work focusing on how our food supply is bought and paid for by giant corporations.

Killing Us Softly 3

Pioneering activist Jean Kilbourne explores "advertising's image of women" in this funny and provocative MEF film. See <http://www.mediaed.org> for more information.

Media Literacy for Health: CD-ROM

An NMMLP K-12 Activity Curriculum - 48 lesson plans on nutrition, physical activity, alcohol & other drugs, tobacco, relationships & sexuality, and violence prevention. See <http://www.nmmlp.org> for more information.

Peter D's Media Literacy web site

<http://www.medialiteracy.net>

This site is a useful source of ML news, research, and activism.

Obligation, Inc

<http://www.obligation.org/>

Reminding Businesses and Governments of Their Responsibility to Children," Obligation, Inc has challenged "Channel One's" invasion of U.S. public school

classrooms.

The Other Parent: The Inside Story of the Media's Effect on Our Children

by James P. Steyer (New York: Atria, 2002).

A media insider chronicles the incessant search for profits that drives our commercial media system, and how this quest for money undermines communities, childhood, and our democracy.

National Institute on Media and the Family

<http://www.mediaandthefamily.org>

This national nonprofit provides all sorts of MI information, including recent fact sheets on children's media habits, ratings systems, music, and more.

Slim Hopes

Pioneering activist Jean Kilbourne tackles Big Tobacco's techniques targeting women in this ground-breaking film. See <http://www.mediaed.org> for more information.

Remote Control Childhood? Combating the Hazards of Media Culture

by Diane Levin. (Washington, DC: National Association for the Education of the Young, 1998).

This collection provides media literacy lessons, activities & copyable lesson plans for the K-5 level.

Reversing Addiction In Our Compulsive Culture

Multimedia CD-ROM resource that explores media literacy and public health issues — tobacco and alcohol use and abuse, body image, violence, and brain development. See <http://www.nmmlp.org> for more information.

Reviving Ophelia

Best-selling author and therapist Mary Pipher discusses "saving the selves of adolescent girls" in this ground-breaking MEF film. See <http://www.mef.org> for more information.

Screen Smarts: A Family Guide to Media Literacy

by Gloria DeGaetano and Kathleen Bander (Boston: Houghton Mifflin, 1996).

This book provides an accessible and informative overview for families seeking to practice media literacy. Chock-full of helpful hints - a must for parents!

Stop Teaching Our Kids to Kill: A Call to Action Against TV, Movie and Video Game Violence

by Lt. Col. Dave Grossman and Gloria DeGaetano (New York: Crown, 1999)

Authors argue for concrete steps to tackle the problem of media violence in our culture.

Super Size Me

What happens when a man eats nothing but fast food for a month? Find out in this hilarious and provocative documentary. More info at <http://www.supersizeme.com/>

The Whole Human Beans Company

Provides family-friendly media resources, including the “Alternatives to TV” handbook. Visit them at their web site: <http://www.wholehumanbeans.com/pages/1/index.htm>

MEDIA TECHNOLOGY AND PRODUCTION

Educational Video Center

Pioneering organization dedicated to youth-focused video production. Online at <http://www.evc.org/>

KQED Site

<http://www.kqed.org/cell/mediaeducation/mediaclassroom/videoprodclass/>
This site offers a Resource Guide for Video Production in the Classroom, which includes books, magazines and videos. It also details the basic equipment needed for classroom video production.

MEMEfilms

“Where hands-on media literacy education and hi-tech video production meet.” Steal their video formulas for creating simple and powerful videos at <http://www.memefilms.org>

Teaching With Technology

by Priscilla Norton and Karin Wiburg (Harcourt, Brace and Co., 1998). Comprehensive resource for teachers of all ages, focusing on links between technology and pedagogy.

Teaching Youth Media: A Critical Guide to Literacy, Video Production, and Social Change

by Steven Goodman (New York: Teachers College, 2003)
An important book from EVC’s founder linking video production to social change.

Video Production Course

<http://www.geocities.com/Hollywood/Hills/1902>
Teacher Stephanie Rusnak has put her entire 9-Week curriculum for video production on the Web! Includes desktop publishing and video. Daily lesson plans and classroom handouts.

VidKids Media Literacy Program

http://cmp1.ucr.edu/exhibitions/cmp_ed_prog.html

This site offers detailed lesson plans for creating media and samples of student work.

MEDIA THEORY, PEDAGOGY AND ASSESSMENT

An Introductory Guide to Cultural Theory and Popular Culture

by John Storey (Athens: University of Georgia, 1993)

A short, accessible and useful guide to theoretical “isms” – culturalism, (post)structuralism, Marxism, feminism, post-modernism – used to explore media texts.

Barry’s Bulletin

Longtime media educator Barry Duncan produces this useful bulletin – chock full of useful ML information - six times a year. Subscribe at http://www.media-awareness.ca/english/resources/educational/barrys_bulletins/index.cfm

Just Do Media Literacy: NMMLP Video

Education and health experts discuss important media literacy issues and skills. Made for parents and teachers, this video features kids deconstructing ads and movies. Visit <http://www.nmmlp.org> for more information.

Literacy in a Digital World: Teaching and Learning in the Age of Information

by Kathleen Tyner (Mahwah: LEA, 1998)

Useful guide for applying new media and technology to the classroom.

Media Awareness Network

<http://www.media-awareness.ca>

This is the largest educational Web site for Media Literacy in North America, with over 250 copyright-cleared media education lesson plans – in French and English – and activities for students (including an extensive section on Web literacy for parents, teachers and librarians.) Encouraging feedback from teachers, the site serves as a clearinghouse of ideas, from educators to educators. There is also a forum for students to debate current media issues.

Media Literacy Clearinghouse

<http://www.med.sc.edu:1081/>

Frank Baker’s web-based collection of media literacy articles, background and lesson plans for educators.

Media Literacy Online Project

<http://interact.uoregon.edu/MediaLit/HomePage>

The Education School of the University of Oregon sponsors this compendium of articles, essays, and research related to media literacy.

National Telemedia Council

Find out more about the U.S.' oldest continually operating media literacy organization at <http://www.nationaltelemediacouncil.org/>

Pedagogy of the Oppressed

by Paulo Freire (New York: Continuum, 2000)

A now-classic meditation on the liberating possibilities of pedagogy and education generally.

Project LOOK SHARP

<http://www.ithaca.edu/looksharp/>

An initiative to support the integration of media literacy into classroom curricula at all grade levels and instructional areas, as well as to evaluate the effectiveness of media education in schools.

21st Century Literacies: Tools for Reading the World

Web-based lessons and units modeling the teaching of literacy meta-skills at <http://www.noodletools.com/debbie/literacies/21c.html>.

Teaching the Media

by Len Masterman (London: Routledge, 1985)

One of the first books written on the subject of teaching media literacy. Still a useful guide.

Understanding Popular Culture

by John Fiske (London: Routledge, 1989)

Classic theoretical guide that provides a context for understanding popular media.

A User's Guide to the Brain

by John Ratey (New York: Vintage, 2001)

A definitive exploration of how the brain works, with implications for media literacy.

Visions/Revisions: Moving Forward With Media Education

ed. by Barry Duncan and Kathleen Tyner

A collection of National Telemedia Council sponsored essays on the future(s) of media literacy education globally.