

WHY MEDIA LITERACY IS IMPORTANT

- Oxford Dictionary selected “post-truth” as its 2016 word of the year and defined it as the state of affairs when “objective facts are less influential in shaping public opinion than appeals to emotion and personal belief.”¹
- In today’s society teens spend an average of about 9 hours per day interacting with media.²
- It is estimated that children view more than 40,000 commercials each year.³
- Arts education has been proven to lead to higher GPAs, graduation rates, and social development in the areas of team-building, communicating, and problem solving.⁴

1 <https://en.oxforddictionaries.com>

2 www.common sense media.org/the-common-sense-census-media-use-by-tweens-and-teens-infographic#

3 www.apa.org

4 medialit.org

WORKING WITH TEACHERS

Education is a vital way to help children and teens experience cinema and media literacy in the modern world.

WE WORK WITH TEACHERS TO PROVIDE:

- Interactive field trips for students (grades 3-12)
- Lessons for young adults (grades 7-12)
- Lessons adhering to common core standards
- Field trips that fit into school hours and include activities and guest speakers
- Media literacy lessons which include 1:1 time with our media education coordinator to plan the lesson and a selection of films
- Field trips and media literacy sessions affiliated with BOCES with special education pricing options

OUR MISSION

The Plaza’s mission is to celebrate the power and magic of film as an art form and as a medium for multicultural exchange and social responsibility by:

- Showing quality mainstream, independent, and foreign films, as well as operas and plays captured live from world stages
- Series and festivals with guest speakers
- Offering field trips, classes, and workshops in filmmaking and animation
- Working with schools to spread the importance of media literacy skills in today’s visual culture
- Contributing to the economic and cultural development of the community

OUR COMMUNITY

The Plaza offers many avenues for community involvement, including a volunteer program. If you are interested in getting involved at The Plaza, please contact our Head of Volunteers Mary Lou Cohalan at mcohalan123@gmail.com.

For more information on our many programs and to sign up for our weekly newsletter so that you can stay up to date with The Plaza, visit www.plazamac.org.

Plaza

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MEDIA LITERACY

at the Plaza Cinema & Media Arts Center



WHAT IS MEDIA LITERACY?

Media Literacy has become a vital skill for teens and adults alike living in the 21st century. Just like the invention of the television, the internet boom increased the ability to distribute a wide variety of messages to homes around the globe. Along with this increase in media consumption, the standards regarding what can be shown on the internet and television became more and more lax. Today, children are exposed to complex media messages from an early age. Symbols in advertisements, TV shows, and web pages push stereotypes and mixed messages.

In order to combat the representations that children and teens see in media, they can be taught media literacy skills—vital tools that can allow adolescents to unpack complicated messages and extract vital information about the contents of modern communication.

By incorporating these ideas and materials into classroom lessons, teachers are in a particularly pivotal position to facilitate media literacy skills and help advocate for healthy media consumption, bridging hateful and degrading stereotypes and barriers between people.

IN-CLASS PROGRAM

COMMON CORE FOR THE REAL WORLD

Allow us to demonstrate how educational films can engage students in interdisciplinary lessons based on common core standards while interpreting messages in visual culture about topics such as bullying and stereotypical ideas about gender, nutrition, beauty, race, and other cultures.

INTERDISCIPLINARY APPLICATIONS

Each of these topics, and many others can be used in History, LOTE, ESL, Health, ELA, Psychology, and Art & Film classes.

MODELS FOR LESSONS

Lesson plans addressing common core standards are provided. You will also have the chance to speak with our Media Education Coordinator about any questions you may have and to create a lesson tailored to your needs.

ESTABLISHED PRACTICE

The Plaza's in-class media literacy program is currently available through BOCES.

FIELD TRIPS

As a cultural center, The Plaza Cinema is devoted to providing educational programming for all ages. One of our core values is community enrichment, and as a result we have been offering a wide array of field trip opportunities for children and teens. Film and visual culture have become an important part of day-to-day life, evolving into a beneficial teaching tool in the classroom environment. We offer a wide variety of educational films tailored to the learning objectives for middle and high school students. Often times these movies can be accompanied by a guest speaker or an interactive lesson so that students receive an all encompassing and enriching experience.

By coming to The Plaza students are able to experience the Arthouse Cinema environment and learn about how it differs from the commercial multiplex cinema. Every field trip includes a short presentation on what we do as a not-for-profit and how we enrich the community culture through film and media arts classes.

CORE OBJECTIVES OF OUR FIELD TRIPS

- Help students think critically about other cultures through the moving image
- Teach students to understand the cinematic elements and rules of movies, including cinematography, editing, point of view, and genre
- Teach students to break down and analyze films through plot structure, content, and character development
- Use documentaries to teach students how to closely analyze historical or contemporary figures and events

