



Media Literacy

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Pronouns: He, Him, His
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Who am I?

- I've worked in the nonprofit sector since 2010
- Been at the coalition since 2015
- I can provide technical assistance on:
 - Preparation for media interviews
 - Help craft talking points and messaging
 - Design
 - Social media
 - Marketing and fundraising efforts
 - ...and more!



Trigger warning

Content in these slides may be triggering. We will be viewing and discussing problematic elements of media portrayals of sexual violence. Please take care of yourselves.

Media literacy

- Allows you to develop critical thinking skills about the types of media you consume
- Recognize misinformation or problematic elements
- Understand how the media and its messages shape our culture

What kind of culture does our media shape?

- American adults spend over 11 hours per day listening to, watching, reading, or generally interacting with the media.
- How does media impact our culture?



* The Nielsen Total Audience Report: Q1 2018



Sex RAPE CULTURE sells

- What is rape culture?
 - Rape culture consists of images, language, laws, and other everyday phenomena we hear and see everyday that validate and perpetuate rape
- How does the media perpetuate rape culture?
 - TV, music, advertising, words, images—even laws—make violence and sexual coercion seem so normal that people view rape as inevitable
- What else does the media perpetuate?
 - How about racism?



Rape culture in the news media

- 15 percent of articles in the news media use language that minimize or excuse sexual violence
- Most articles focus on the person who *did* harm rather than the person who *was* harmed
- Risk-reduction strategies in articles frequently focused on the behavior of the victim or potential victim instead of behavior of the person who caused harm

* 2015 Berkeley Media Studies Group

Victim blaming in the media



Vicious Assault Shakes Texas Town

By JAMES C. MCKINLEY JR. MARCH 8, 2011

CLEVELAND, Tex. — The police investigation began shortly after Thanksgiving, when an elementary school student alerted a teacher to a lurid cellphone video that included one of her classmates.

The video led the police to an abandoned trailer, more evidence and, eventually, to a roundup over the last month of 18 young men and teenage boys on charges of participating in the gang rape of an 11-year-old girl in the abandoned trailer home, the authorities said.

* The New York Times | March 8, 2011 | "Vicious Assault Shakes Texas Town" by John C. McKinley Jr.

Victim blaming in the media

"It's just destroyed our community," said Sheila Harrison, 48, a hospital worker who says she knows several of the defendants. "These boys have to live with this the rest of their lives."

Residents in the neighborhood where the abandoned trailer stands — known as the Quarters — said the victim had been visiting various friends there for months. They said she dressed older than her age, wearing makeup and fashions more appropriate to a woman in her 20s. She would hang out with teenage boys at a playground, some said.

"Where was her mother? What was her mother thinking?" said Ms. Harrison, one of a handful of neighbors who would speak on the record. "How can you have an 11-year-old child missing down in the Quarters?"

#MeToo and the Media



Has #MeToo changed how the world perceives sexual harassment, abuse, and assault? Why or why not?



Christine Blasey Ford

- “I am here today not because I want to be: I am terrified.”
- “Indelible in the hippocampus is the laughter. The uproarious laughter between the two. They’re having fun at my expense.”



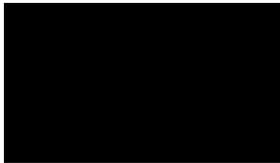
What about the movies we watch?



What do these movies say about sexual violence?

- Grease: Misogynistic behavior of men is seen as charming; Sandy changes everything about herself to “get the guy” in the end, and it’s not seen as an issue.
- The Notebook: Noah literally threatens to kill himself unless Allie goes out with him. Noah’s aggressiveness is seen as attractive, desirable, and charming.
- Ghostbuster: Peter Venkman is literally a sexual predator and no one blinks an eye.

What about the music we listen to?



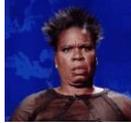
Um...what?

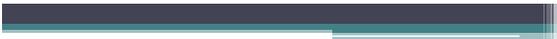




Let's check out the lyrics

Baby I'm preying on you tonight
 Hunt you down eat you alive
 Just like animals...
 Maybe you think that you can hide
 I can smell your scent for miles
 Just like animals...
 So what you trying to do to me
 It's like we can't stop we're enemies
 But we get along when I'm inside you...
 I cut you out entirely
 But I get so high when I'm inside you





Consuming problematic content

- We all consume problematic media. But how do we find a balance? Are we still allowed to enjoy *The Notebook* and Maroon 5?





Media Literacy

- It's important to understand the influence of media
- The media has an impact on our culture, the personal decisions we make, and our responses to trauma
- Media literacy is an important part of trauma-informed care



Questions?

Always feel free to contact me:

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