



MEDIA LITERACY

Mass Media: The Watcher of Society

Miaoli Mental Rehabilitation Association

HSUAN CHUANG UNIVERSITY

DEPT. OF MASS COMMUNICATION

○ **Zhong-Zhi Chen=Personal media=Mass media**

○ **(chen8ok) Video resume**

<https://www.youtube.com/user/chen8ok>

○ **The Internet Era**

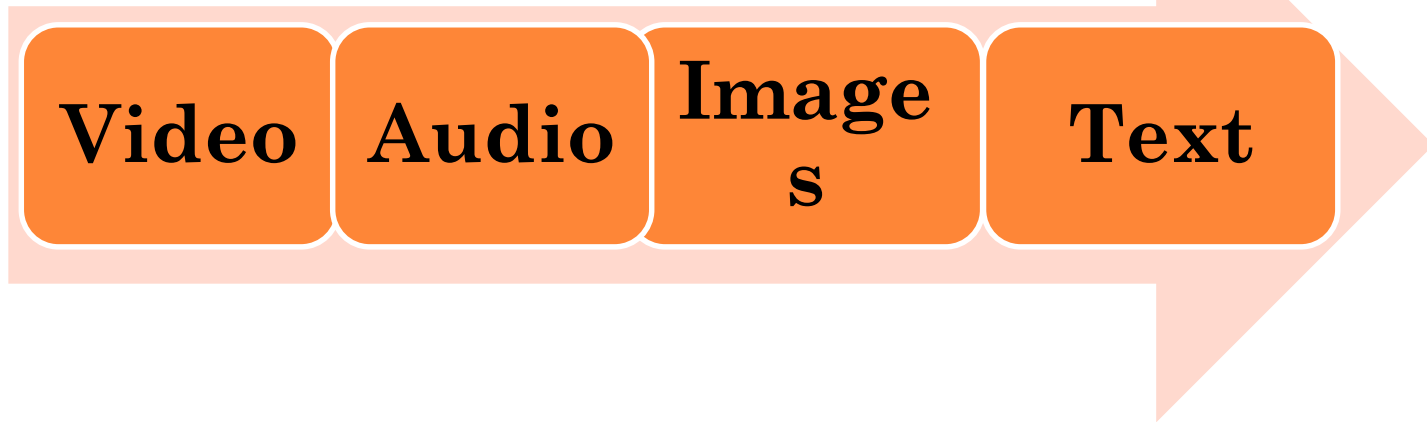
Transitioning people's right of speech from traditional media to personal media



MEDIA LITERACY

1. Media=Audiovisual media

- Audiovisual media incorporates four main elements
- Printed books only involve two elements: images and text



2. INTERPRETING AUDIOVISUAL MEDIA

- Audiovisual media=audio+video+text
- E.g. An excerpt from the show “The Beauty of Taiwan”
- The Little Grebe



3. HOW IS AUDIO AND VIDEO USED TO COMMUNICATE MESSAGES TO THE AUDIENCE?

- TV show episode: Shenmu Village
- News: Shenmu villagers vs. County Magistrate
- TV Commercial: Subaru
- Website: Cell phone



UNIT ONE: LIFE AND MEDIA

VARIOUS AUDIOVISUAL SHOWS DELIVER DIVERSE MESSAGES

- **Through media, communication between people has become more efficient. However, in light of the immense amount of videos, this communication can contain “noise” and even false messages. Only with media literacy can we differentiate what is true from what is false, and produce our own videos to communicate the right messages.**
- **New Year’s Eve Party: 7 hours**
- Concert: 2 hours
- **TV Show: 1 hour**, 30 minutes
- Short film: 3 minutes
- News: 1 minute 30 seconds
- Commercial: 20 seconds

- **Cell phone demo: Ways to deliver messages utilizing audio-visual methods**



UNIT TWO: THE POWER AND IMPACT OF SOCIAL MEDIA

- Shiding Osmanthus Sausages
- <https://youtu.be/CzInyTF1jo4>
- Life changes: A “like” on Facebook may not equal a “like” in real life.

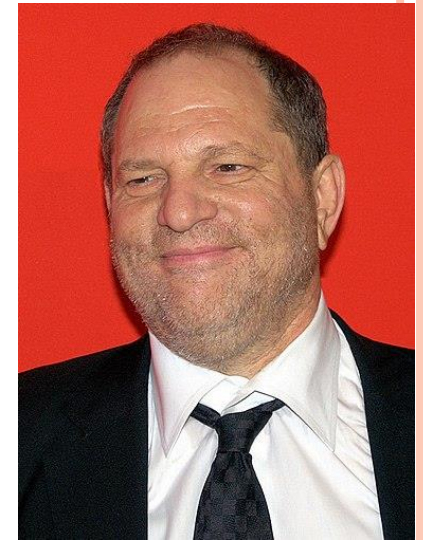
The originator defeats all other imitators of the osmanthus sausage, making this sausage booth Shiding’s specialty, and supported an entire family.



UNIT THREE: THINKING ABOUT GENDER EQUALITY THROUGH THE “ME TOO” MOVEMENT

Weinstein

The sexual assault and harassment case against Harvey Weinstein: In October of 2017, The New York Times and The New Yorker reported dozens of women accusing Harvey Weinstein, film producer and co-founder of Miramax, of sexual assault and harassment.



THE NECESSITY OF MEDIA LITERACY

The Internet Era

Return society's right of speech from the mass media (Television<Newspapers<Radio stations, etc.) giving it back to consumers – the public.

