







3





5













11







1 - Women in Oman





2 - Women in Brazil



3



3 - Women snorkeling in Malaysia





Photo courtesy of Karen Tonso
4 - Mosque in Dearborn



5







6 - Cotton field in Israel









Photo courtesy of Karen Tonso
8 - Storefronts in Dearborn





9 - Fishermen in Turkey



10



10 - Ruins in Lebanon



11



Used with permission from Dennis Fox - <http://blog.dennisfox.net/>.

11 - Western Wall with Dome of the Rock





Assumption

Something taken for granted or accepted as true without proof

Misperception

Something perceived incorrectly or misunderstood

Generalization

Reasoning from detailed facts to general principles

Stereotype

A generalization, usually exaggerated or oversimplified and often offensive, that is used to describe or distinguish a group.

Why might people living in the United States carry stereotypes about the Middle East, Arab people, Muslims and the religion of Islam?

Where do these stereotypes come from?

How can we challenge these stereotypes?

Asia Middle East from worldatlas.com



The Middle East from middleeastfacts.com



The Near East from worldatlas.com





Media Construction of the Middle East

www.projectlooksharp.org

What are different forms of media?

- television, radio, movies (in theaters and on video)
- the internet, video games, recorded music
- newspapers, magazines, comic books
- advertising in all of its forms
- bumper stickers, posters, buttons, billboards
- books
- others...

What is media literacy?

The ability to access, analyze, evaluate and produce communication in a variety of forms.

Five Key Concepts of Media Literacy

1. All media messages are “constructed.”
2. Each medium has different characteristics, strengths, and a unique “language” of construction.
3. Different people may interpret the same media message in different ways.
4. Media messages are produced for particular purposes, including profit, persuasion, education, and artistic expression.
5. Media messages have embedded values and points of view.

Six Questions To Ask About Any Media Message

1. Who made – and who sponsored – this message, and for what purpose?
2. Who is the target audience and how is the message specifically tailored to that audience?
3. What are the different techniques used to inform, persuade, entertain, and attract attention?
4. What messages are communicated (and/or implied) about certain people, places, events, behaviors, lifestyles, etc.?
5. How current, accurate and credible is the information in this message?
6. What is left out of this message that might be important to know?



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The mission of Project Look Sharp is to provide materials, training and support for the effective integration of media literacy with critical thinking into classroom curricula at all educational levels.