INCORPORATING MEF VIDEOS INTO YOUR CURRICULUM:
TIPS FOR EDUCATORS

ENGLISH TEACHERS/PROFESSORS OR WRITING INSTRUCTORS

» Are you teaching a book that deals with the themes of violence or gender? Show Killing Us Softly 3, Tough Guise, Wrestling With Manhood, What A Girl Wants, or Game Over, and make the thematic link to your class reading. Themes of consumption? Show Advertising & the End of the World or No Logo.

» Use Killing Us Softly 3 or Advertising & the End of the World as examples of constructing a persuasive argument, supported by evidence.

» Show Money for Nothing and/or Behind the Screens, and have a conversation about the ways that media have become our primary storytellers. Discuss the consequences and costs when the dominant storytellers in a culture are owned by multinational, commercial corporations.

» Show clips of MEF videos as writing prompts.

» Use Framing An Execution as a case study in journalism, and discuss the concepts of fairness, balance, and accuracy.

» Show clips—or whole videos—as prompts for personal/memoir writing about students’ relationships with mass media and pop culture.

SOCIAL SCIENCE TEACHERS/PROFESSORS

» Are you teaching Economics? Show Advertising & the End of the World and/or No Logo for an accessible treatment of global related economy. Refer to their respective study guides for discussion questions and classroom exercises.

» Are you teaching Political Science? Show Rich Media, Poor Democracy and discuss the relationship between money, the media system, and politics in the United States. Also discuss the role of a free press within a democracy. Refer to the study guide for discussion questions and classroom exercises.

» Are you talking about the ‘War on Terrorism’? Use the Beyond the Frame DVD to expose students to alternative perspectives that haven’t been included in the mainstream discourse. Discuss the role of the press in times of war. Show Independent Media in a Time of War and have a similar discussion. Show the section “Selling War” in Toxic Sludge is Good for You and Constructing Public Opinion and discuss the role public relations plays in constructing public opinion.

» Are you discussing race and representation? Show Race, the Floating Signifier, Representation & the Media, On Orientalism, The Myth of ‘The Clash of Civilizations,’ or bell hooks: Cultural Criticism & Transformation. Discuss the role that representation plays in constructing and perpetuating cultural ideas about race and identity.

» Are you teaching about the Israeli/Palestinian conflict? Show Peace, Propaganda & the Promised Land. Refer to the study guide for discussion questions and classroom exercises.

» Are you teaching about monopolies and trusts? Discuss the corporate media monopoly. Show Money for Nothing; Rich Media, Poor Democracy; Mickey Mouse Monopoly; and/or Behind the Screens. Refer to their respective study guides for discussion questions and classroom exercises.

» Are you teaching about the public education system and funding? Show Captive Audience and discuss commercialism in public schools.
HEALTH EDUCATORS

» Are you discussing dating violence, sexual assault and/bullying? Show Killing Us Softly 3, Tough Guise, or Wrestling With Manhood. Use the media representations to help you engage students in talking about their real-life experiences. Refer to their respective study guides for further suggestions.

» Are you discussing body image and eating disorders? Show Slim Hopes and/or Recovering Bodies. Refer to their study guides.

» Are you discussing adolescent development? Show any of the aforementioned videos, as well as Reviving Ophelia and What a Girl Wants, and discuss the role of the media in influencing attitudes and shaping identity.

» Teaching about alcohol and tobacco? Show Spin the Bottle and/or Deadly Persuasion. Refer to their respective study guides for discussion questions and classroom exercises.

BIOLOGY/ENVIRONMENTAL STUDIES PROFESSORS/TEACHERS

» Show Toxic Sludge Is Good for You and discuss the role of public relations in shaping societal attitudes about environmental issues. Refer to the study guide for more ideas.

» Use Advertising & the End of the World to make discuss the impact of consumption on the environment. Refer to the study guide for more ideas.

» Show and discuss Constructing Public Opinion to explore how popular support for environmental protection is marginalized.