



## **2nd Annual National Media Literacy Week @CSUN** **October 31st - November 4th**

**National Media Literacy Week** spreads the power of media literacy education in the participatory digital culture we live in today. Sponsored by Trend Micro and hosted by the National Association of Media Literacy Education (NAMLE), the week kicks off with the Digital Citizenship Summit on October 28<sup>th</sup> at Twitter's San Francisco headquarters highlighting this year's theme "Citizenship, Literacy, and Advocacy" (livestream the summit at <http://www.digcitsummit.com>). During the week of October 31-November 4, participate in national and local events to raise awareness about media literacy's essential role in education.

**Among the 2<sup>nd</sup> Annual National Media Literacy Week participants are CSUN faculty, staff, and students who are hosting campus events, social media activities, and class projects. Help educate, engage, and empower your students with media literacy strategies by encouraging them to participate in National Media Literacy Week and share their experiences responsibly on social media using: #MediaLitWk @MediaLiteracyED**

For a complete list of events: <https://medialiteracyweek.us/home/calendar-of-events/>

If you have an event you would like to list on the National Media Literacy Week calendar, complete the form @ <https://docs.google.com/forms/d/e/1FAIpQLSfeal1EyRH3oUHurtqUSAadadaISyvoVrX0-E5A6IWvt1BQ/viewform>

### **October 31 – November 4**

#### **National Eating Disorders Association and Proud2Bme\_CSUN**

**Facebook Challenge** @ <https://www.facebook.com/Proud2BmeUSA>

The National Eating Disorders Association (NEDA)'s youth outreach community at California State University, Northridge – Proud2Bme\_CSUN (a community engagement project in the Journalism Department) – invites students, educators, health practitioners, and media professionals to participate in our second annual **Facebook Challenge**. Teens and young adults are often targeted with deceptive media imagery, and we're encouraging them to take an active role in highlighting the meaning behind the message. Every day during National Media Literacy Week, we will post a new media image on the Proud2Bme Facebook page for you to analyze the image's message and discuss its purpose, underlying meaning, how different people might interpret the message, and consider the tactics used to achieve its goal. After you post @ <https://www.facebook.com/Proud2BmeUSA>, talk about it on social media: #MediaLitWk @MediaLiteracyED #Proud2Bme @Proud2BmeUS

#### **Proud2Bme\_CSUN**

##### **A Media Literacy Week SHOUTOUT to Alicia Keys**

@aliciakeys #MediaLitWk @MediaLiteracyED @Proud2BmeUS

Join our Celebrity SHOUTOUT to Alicia Keys for advocating no make-up to uncover her authentic self. Sick of the public's ideal standard of female beauty and "how much women are brainwashed into feeling like we have to be skinny, or sexy, or desirable, or perfect," she said "I don't want to cover up anymore. Not my face, not my mind, not my soul, not my thoughts, not my dreams, not my struggles, not my emotional growth. Nothing." [[www.lennyletter.com/style/a410/alicia-keys-time-to-uncover](http://www.lennyletter.com/style/a410/alicia-keys-time-to-uncover)]

Celebrities are a face of the media culture and play a key role in setting standards of attractiveness. When they speak out against these ideal standards of perfection, we need to support them and advocate for body positivity. Check out the *Get REAL! Digital and Media Literacy Toolkit* for more ways to SHOUTOUT: <http://www.nationaleatingdisorders.org/sites/default/files/Toolkits/GetRealToolkit.pdf>



## November 1

### ***How Media Literate Are You?***

**Proud2Bme\_CSUN and JADE (Joint Advocates on Disordered Eating at University Counseling Services)**

**11am-3:30pm CSUN Matador Bookstore Lawn**

How media  
literate are you?

Test your media literacy IQ and share a media literacy tips, then snap a selfie with the *iMedia Bubble* and post it online. Don't forget to enter the raffle to win prizes in celebration of the second annual National Media Literacy Week.

#MediaLitWk @MediaLiteracyED @Proud2BmeUS

### ***Avoiding Financial Scams through Social Media***

**CSUN Saves**

**10am– 2pm Farmers' Market @ Matador Square**

Don't let them get their hooks into you! Stop by the CSUN Saves table at the Farmers' Market and go "phishing" for tips on how to avoid online financial scams. Learn more about paying yourself first and take a personal pledge to set a goal, make a plan and save automatically. Free treats and CSUN Saves sunglasses.

@CSUNSaves #CSUNSaves #MediaLitWk @MediaLiteracyED

### ***White Privilege & Male Privilege: Overcoming the Invisible Boundaries of Privilege***

**Women's Resource & Research Center and CSUN Student Union**

**4-6pm Northridge Center**

Victor Lewis and Peggy McIntosh are two of the most renowned speakers in the country on the important topic of their work against racism and other forms of oppression. Come see them interview each other on how they are responding to these particularly tumultuous and racialized times. Together they will assess whether the work they did over 20 years ago stands the test of time of still being relevant to today's crises. Don't miss this powerful opportunity to hear Lewis present his views on the future of social justice education in the light of male privilege and McIntosh review her work on white privilege, color, and crime. During the event, students will participate proactively by sharing their comments and photos on Twitter, Facebook, Instagram, and other social media using:

#MediaLitWk @MediaLiteracyED @csunwrrc <https://www.facebook.com/csunwrrc>

*Suggested tweets:*

*Pledge to spread media literacy #medialitwk*

*Speak up and be included #medialitwk*

*Talk back to media about racist and sexist images #medialitwk*

*Question what you read, hear and see in media #medialitwk*

*When you use media, show respect for everyone #medialitwk*

## November 2 and November 3

### ***Music and Media Streaming Open House***

**Oviatt Library, 2<sup>nd</sup> Floor, East Wing**

**November 2 @ 1-4pm | November 3 @ 12-5pm**

In honor of Media Literacy Week, Oviatt Library invites faculty and staff to an Open House to learn about streaming media content available for teaching and research. Find out how to identify titles, search new databases, and embed resources in Moodle. Librarians, along with Music & Media staff members, will be on hand to help and answer questions.

## November 3

### ***Acasola, CSUN's premiere a capella group***

**12:15pm (PST) Sierra Tower**

Acasola will celebrate National Media Literacy Week in its weekly campus performance.

<https://csunacasola.wordpress.com/>