



## Annual National Media Literacy Week

**@CSUN November 6-10**

**National Media Literacy Week** spreads the power of media literacy education in the participatory digital culture we live in today. Sponsored by Trend Micro, Nickelodeon, Twitter and Facebook, and hosted by the National Association of Media Literacy Education (NAMLE), the week kicks off with a launch event at Reuters in NYC on November 6 and wraps up at Twitter's San Francisco headquarters on November 10. During the week of November 6-10, CSUN faculty, staff, and students are hosting campus events, social media activities, and class projects to raise awareness about media literacy's essential role in education.

As part of their civic engagement project, students in Dr. Bobbie Eisenstock's Diversity and the Media service-learning class in the Journalism Department at California State University, Northridge are organizing several events to help educate, engage and empower all of us in the digital media culture. Encourage your students 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 for @ [https://docs.google.com/forms/d/e/1FAIpQLSfeal1EyRH3oUHurtqRUSAal\\_adalSyvoVrX0-E5A6lWvt1BC/viewform](https://docs.google.com/forms/d/e/1FAIpQLSfeal1EyRH3oUHurtqRUSAal_adalSyvoVrX0-E5A6lWvt1BC/viewform)

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### **Media Literacy Week Pop-Up Newsroom**



We live in a hyper-connected world that can divide us rather than unite us. During National Media Literacy Week 2017, students in the Journalism Department at California State University, Northridge will create an innovative virtual news cooperative to harness the positive power of media to promote inclusiveness, engage underrepresented voices, and connect diverse communities.

*Join the Pop-up Newsroom and cover your media literacy event like a journalist. Everyone who participates will help spread media and information literacy by collaborating with students and colleagues around the world to extend the reach of Media Literacy Week activities and events nationally and internationally. Use the hashtags #MediaLitWk and #BeMediaLit*  
*Click on the Pop-Up Newsroom Invite below for guidelines.*

### **Facebook Challenge | November 6-10**



The Center for Media Literacy (CML) and the National Eating Disorders Association (NEDA) invite students, educators, health practitioners, and media professionals to participate in a Media Literacy Facebook Challenge. Every day during National Media Literacy Week, they will post a new image or video clip on their Facebook pages to test your media literacy skills. Analyze the message and discuss its purpose, framing and meaning, how different people might interpret the message, and consider its authenticity and the tactics used to achieve its goal. After you post, talk about it on social media and use #MediaLitWk to spread media literacy. Join the Pop-Up Newsroom by adding #BeMediaLit

CML will highlight diversity issues and NEDA will promote body positivity.

Participate in one or both or create your own Facebook Challenge for your group.

**CML Facebook Challenge** @ <https://www.facebook.com/Center-for-Media-Literacy-368110316726794/>

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

### **Newspaper Salons | November 6-9**

During Media Literacy Week, put down your digital device and pick up a newspaper to discuss and debate current issues with your friends. Organize newspaper salons in public spaces at your school – the food court, study areas, where you hang out between classes to exchange ideas about politics, culture, and the arts. All you need is a newspaper, a group of friends, and a moderator to facilitate the conversation. Pick a topic of the day to talk about and share your perspectives.

Invite classmates at adjoining tables or a passerby to join the dialogue.

Ask your local newspaper to donate newspapers or bring your own copy of a local or national newspaper and your school newspaper. Take photos and post on social media #MediaLitWk and #BeMediaLit



### **Screen & Tweet | November 7, Tuesday @ 11am-12:30pm**

**Oviatt Library, Ferman Presentation Room**



To celebrate Media Literacy Week, Oviatt Library is hosting a screening of the critically-acclaimed documentary *The Illusionists* about the globalization of unattainable beauty ideals. Learn how the ever-growing multi-billion dollar industry, which has traditionally targeted women, has expanded its market to two new groups: men and children.

Join us for the documentary and tweet about the highlights while you watch with #MediaLitWk and #BeMediaLit — Tweets will be displayed on-screen simultaneously with the film.