

Media Literacy

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Lecture content

- **1. Advertisement as a social memento**
- **2. Photo as a social memento**
- **3. Music video as a social memento**

Importance of Media and Visual Literacy

Media literacy builds an understanding of the **role of media in society** as well as essential skills of inquiry and self-expression necessary for citizens of a democracy.

Visual literacy can improve one's creativity, **critical thinking**, educational achievement, empathy towards others, and ability to decipher technology.

Sources:

<https://www.medialit.org/reading-room/what-media-literacy-definitionand-more>

<https://www.opencolleges.edu.au/informed/features/why-visual-literacy-is-more-important-than-ever-10-ways-to-cultivate-it/>

1. Advertisement as a social memento

NIKE has a history of responding to topical issues.

NIKE chose Colin Kaepernick as the face of its 30th anniversary „Just Do It“ campaign.

September, 2018

Former US NFL player Kaepernick has been well known since Aug 2016, for kneeling during the national anthem.

Kaepernick knelt in protest of police shootings of unarmed black men.



2016, NFL



2016, NFL



Colin Kaepernick at the press conference, 2016

And he started a trend...

Massive protests led to the debate about privilege, pride and patriotism.



2016



2016

Colin Kaepernick received death threats.

Donald TRUMP, Sept 25, 2017:

„He is fired!“ Says Trump about NFL player

Source: <https://www.youtube.com/watch?v=694d8BAcLug>



NIKE „Just Do It“ campaign, 2018:

Motto: „Believe in something. Even if it means sacrificing everything.“

Source: <https://www.youtube.com/watch?v=-grjUWKoBA>

NIKE campaign prompted a backlash by some on social media.

NIKE protests include people destroying company goods and posting about boycotts.

Donald TRUMP, The Daily Caller, Sept 2018:

„I think it´s a terrible message and message that shouldn´t be sent.“

Source: <https://dailycaller.com/2018/09/04/trump-interview-nike-kaepernick-deal/>

NIKE lost conservative customers and gained the others.

Sexist piggy (Sexistické prasátečko)



2018, winner – public



2018, winner – experts



2018, 2nd place – public

2. Photo as a social memento

During their medal ceremony in the Olympic Stadium in Mexico City on October 16, 1968, African-American athletes Tommie Smith and John Carlos each raised a black-gloved fist during the playing of the US national anthem.

This event became one of the most iconic sports images of the 20th century.



Black Power Salute, 1968



Black Power Salute, 1968



Black Power Salute, 1968

For this Power Salute (Black Power Salute), **they were banned from further Olympic activities.**

The event was one of the most overtly political statements in the history of the modern Olympic Games.

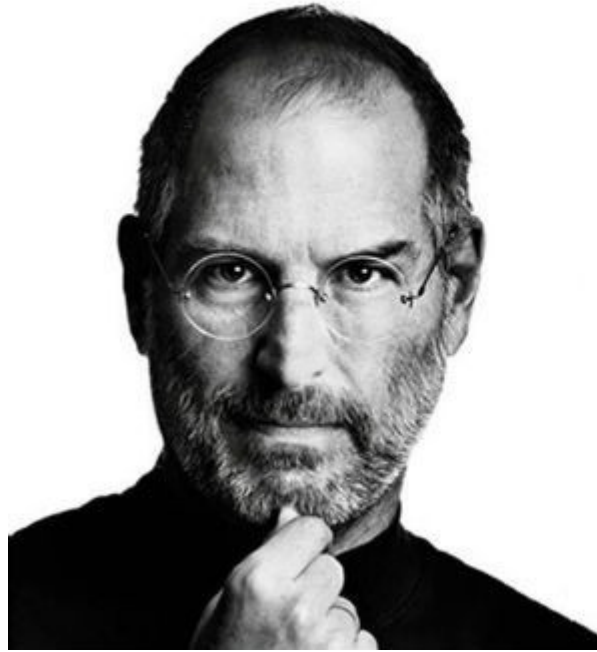
Tommie Smith stated in his autobiography, "Silent Gesture", that the salute was a human rights salute.

Source:

<http://www.sportmyway.eu/2017/12/01/70sportways-32-tommy-smith-john-carlos-human-rights-salute/>

ONE DIES, MILLION CRY

| MILLION DIE, NO ONE CRIES





If the picture on the left shocks you more than the one on the right, you need to revise your views on immorality

Being gay is ok campaign



Ronaldo Schemidt, AFP, 05/2017, Venezuela Crisis



Tyler Hicks, The New York Times, 10/26/2018, Starving Jemen, Amal Hussein (†11/3/2018)



Nilufer Demir, Reuters, 2015, Drowned Syrian Boy from Syria, Refugee Crisis



Lukáš Zeman, Czech Press Photo, 2018, Borneo, National Park Tanjung Puting, female orangutan and its dying child



Robert Clark, 9/11/2001, United Airlines Flight 175 approaches the World Trade Center



Richard Drew, AP, 9/11/2001, The Falling Man



Kevin Carter, 03/1993, The vulture and the little girl, South Sudan, Pulitzer Prize

3. Music video as a social memento

Music Video: Childish Gambino - This Is America

Source: <https://www.youtube.com/watch?v=VYOjWnS4cMY>

Analysis: The Hidden Meanings Behind Childish Gambino's 'This Is America' Video

Source: <https://www.youtube.com/watch?v=kWTBTRGfKew>

Ads, photos, videos are the part of the mirror of the society and current social events.