



Unit	Media Ethics
Sub-unit	Sociological Analysis
Title	Worldview
Short summary	This activity raises awareness of the influence of media in our perception of the world, people, places, events. And how it can influence our opinions.
Learning Objectives	Participants understand how much of our world is constructed through media.
Method	Group work and Discussion
Material	Paper and pens. Activity Worldview: <ul style="list-style-type: none"> • 5 well known people you don't know but like. • 5 well known people you don't know but dislike.
Target group	14 years +
Duration	20 min
Introduction	Put the group into smaller groups of 3-4 participants. Ask each group to list: <ul style="list-style-type: none"> • 5 well known people you don't know but like. • 5 well known people you don't know but dislike. Give about 5min for this exercise. Ask each group to feedback their answers.

Disclaimer

The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information.





<p>Development</p>	<p>Discussion:</p> <p>If I haven't had first hand experience with some person, place, thing or event, and yet feel that I know something about them, I have formed an opinion, positive or negative, about them. But where do these ideas come from?</p> <p>The idea here is that the teacher/trainer will highlight for the group that the only reason they have these opinions is that the media has given them different information on the person. (Prompt: Is it really true? Is it fair? How might opinions of these people change over time?)</p> <p>Almost everything we know about people we haven't met, or places and events that we cannot visit first-hand, comes to us from the media.</p> <p>Most of the opinions in our head are put there by the media. What we accept and reject is largely due to the media.</p> <p>This exercise highlights the power of media.</p>
<p>Assessment of learning outcomes</p>	<p>The trainer asks each group to look back at what they have written and consider this: Where did you get the ideas you have about the different people?</p>

MEWB_IO2

Disclaimer

The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information.



Attribution NonCommercial 4.0 International (CC BY-NC 4.0), unless marked otherwise.