A Call for a Media Literacy Accountability In Educational Programs for Migrants and Seasonal Farmworkers Students

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Enabling Objectives

• (Re) thinking the purpose of education in order to provide suggestions to educators in migrant programs.

• Describe the purpose of media literacy and its potential benefit in HEP students.

• Raise awareness on the renewal of the educational philosophy for the mid-21st century (What to teach in the near future?)
The Information Age

• “Our students are growing up in a world saturated with media messages… Yet [they] receive little to no training in the skills of analyzing or evaluating these messages” (Hayes, 2010, p. 135).
What’s Media Literacy?

“Media literacy is concerned with helping students develop an informed and critical understanding of the nature of mass media, the techniques used by them, and the impact of these techniques.

More specifically, it is education that aims to increase the students’ understanding and enjoyment of how the media work, how they produce meaning, how they are organized, and how they construct reality” (National Association for Media Literacy Education quoted in Baker, 2010, p. 141).
Marshall McLuhan

“Without an understanding of media grammars, we cannot hope to achieve a contemporary awareness of the world in which we live” (Carpenter & McLuhan, 1960, xii).

“The medium is the message”

-Marshall McLuhan (Canadian communication theorist)
Beyond a Standardized Test

REAL? NEWS FAKE?

Media Literacy
“Unfortunately, many things in our fast-paced 24/7 society are working against us to weaken our working memory. And when working memory isn’t operating at full speed, it puts at a big disadvantage” (Alloway, 2013, p. 17)
Media Literacy For Migrant Students’

Even though approximately half of the world’s population owns a smartphone, we also need to seriously consider the odds that most users can make sense of the information they consume daily on the Internet (Wise, 2022).

Although it is well stablish that reading comprehension remains a fundamental skill in the 21st century, they do not necessarily address the relevance of renewing the current traditional curriculum towards one based on the ability to access and analyze media messages.

(Wise, 2022)
There is a general agreement that reading reliability is a valuable resource for individual well-being. However, “only 3 to 4 percent of the population scores at the highest five reading levels” (Sagan, 1996, p. 357), and within that minority, most of them have gone to college.

Nevertheless, “only 4 percent of those at the highest reading level are in poverty, but 43 percent of those at the lowest reading level are” (p. 358).
What is the purpose of education?
What is the purpose of education?

Work?
What is the purpose of education?

Work? Intelligence?
What is the purpose of education?

- Work?
- Intelligence?
- To make a Business?
Intelligence?
Christopher Langan

IQ - 195-210
Genius, a comparison

0.5% of people have an IQ greater than 140, which is considered a genius (according to superscholar.org)

**195-210**
- Chris Langan
  - Laborer, doorman, cattleman.

**170**
- Paul Allen
  - Businessman, Microsoft co-founder.

**160**
- Albert Einstein
  - Physicist, author of the “Special Theory of Relativity”

**160**
- Stephen Hawking
  - Physicist, discoverer of black hole radiation and author of space-time theories.
Work as a *Bouncer* in Nueva York
Discrepancy with professors

(The Smart Guy, 2021)
Intelligence is not enough to be competent in the workforce
Emotional intelligence is defined as the ability to understand and deal with your own emotions, i.e. to think about your own thoughts (Goleman, 1995).
“As Aristotle put it, the rare skills “to be angry with the right person, to the right degree, at the right time, for the right purpose, and in the right way” (Aristotle quoted in Goleman, 1995, p. xiii).
So, what is the purpose of education?
What is Education

“To develop the intellectual and moral faculties of the young person by means of precepts, exercises, examples, etc.” (Yusto, 2003, p. 2).
“Education is not the same as instruction”
Instruction = To Teach

“I want to be a lawyer”

“I want to be a doctor”

“I'm going to study economics”

“I am studying education”
The Limitation of Instruction

The problem is that there are hundreds of social factors that unconsciously “instruct” an individual “how” to live, “what” to think about, and “how” to use his/her money, without realizing that she is being “instructed.”
We Are Instructed Daily Without Realizing It
“Education can be about how to make a life, which is quite different from how to make a living” (p. x).

The Essence of Education

“Educating does not only refer to academic training, but rather to the integral development of a human being that involves the physical, moral, intellectual and social” (Lugo-Irizarry, 2021, p. 32).
Integrating an Educational Philosophy for HEP Students

“Educational philosophy is the investigation... of the causes of problems in the educational field, it is the questioning of what is done, why it is done, and whether what is done is correct” (p. 33).

To Read (Research)  To criticize the system (Problems)  Publish (Problem solving)
Critical Pedagogy
Critical Pedagogy

The purpose of an educational philosophy, based on critical pedagogy, is that, in spite of the “instruction” offered by our own culture; under a critical pedagogy, it is possible to provide students with the necessary cognitive tools to criticize, question and challenge the world in which we coexist.
Are You Aware of How Society Instructs You?

“Commodities and celebrity culture define what it means to belong, how we recognize our place in society, and how we conduct our lives” (Hedges, 2009, p. 16).
EDWARD BERNAYS
(1981-1995)

The Father of Public Relations

Edward Bernays
With an Introduction by Noam Chomsky

Propaganda

“Bernays’s House and Practical Manual Provides Much Insight into Some of the Most Powerful and Influential Institutions of Contemporary Industrial-Capitalist Democracy.”
—Noam Chomsky
Propaganda to “Free” Women In 1929

Culturally it was accepted that ‘only’ men could smoke in public.
Easter Parade in 1929 NYC: The Torch of “Freedom”
Propaganda: The Torch of “Freedom”
Propaganda: The Torch of “Freedom”

According to repeated nationwide surveys,

More Doctors Smoke CAMELS than any other cigarette!

Doctors in every branch of medicine were asked, “What cigarette do you smoke?” The brand named most was Camel!

You’ll enjoy Camels for the same reasons so many doctors enjoy them. Camels have cool, cool mildness, pack after pack, and a flavor unmatched by any other cigarette.

Make this sensible test: Smoke only Camels for 30 days and see how well Camels please your taste, how well they suit your throat as your steady smoke. You’ll see how enjoyable a cigarette can be!

The Doctors’ Choice is America’s Choice!

Image: Advertisement for Camel cigarettes, featuring a doctor smoking a Camel. The text emphasizes the number of doctors who smoke Camel cigarettes compared to other brands.
Increase in revenue
Lets Practice How To Identify Messages In Media Advertising
New Mercury Villager. Imagine yourself in a Mercury

new dual sliding doors • car-like handling • seven-passenger seating • In-Track™

toll-free 800-668-8888 • www.mercuryvehicles.com
• Why would you drive to the beach only to position yourself in a way that **obscured** your view of the water?

• To avoid the sun? (this woman is hardly shielding herself from it. She is basking in it, in evident delight.)

• **The ‘real’ message:** The new Mercury Villager’s features, that it has sliding doors on both sides. But you are unlikely to understand this from the image.
Are You Aware of How Society Instructs You?

Educational institutions are social organizations that instruct us how to live [mostly in terms of work].

But there are social organisms that influence even more than academic institutions (such as the Internet, news, social networks).

For this reason, true education makes us aware of how to be critical of what society indirectly “teaches” us.
Types of Thinking

If it's on TikTok it must be true.
If Madonna uses it
I should buy it
**Reactive**

vs.

Is it true?
Do I really need that?

**Critical**

Critical Pedagogy Seeks: Raising Awareness, Problem-solving and Questioning
Future Challenges for Educators

• “The last thing a teacher needs to give her pupils is more information. They already have far too much of it” (Harari, 2018, p. 265).

• “Instead, people need the ability to make sense of information, to tell the difference between what is important and what is unimportant, and above all to combine many bits of information into a broad picture of the world” (Harari, 2018, p. 265).

Media literacy = How to critique the media (social media, news).

Functional illiteracy = inability to read and write critically

Relevant vs. Irrelevant = ability to be aware of how you use your limited attention
Essential Issues for Future Educators

Critical Thinking / Communication / Collaboration / Creativity

Schools should teach “the ability to deal with change, learn new things, and preserve your mental balance in unfamiliar situations. In order to keep up with the world of 2050, you will need not merely to invent new ideas and products but above all to reinvent yourself again and again” (Harari, 2018, p. 266).
Three Essential Issues for Future Teachers

- Deep Work: Rules for Focused Success in a Distracted World
- What the Internet Is Doing to Our Brains
- The Third Wave
- 5 Minds for the Future
- 21 Lessons for the 21st Century
Infobesity / Information Overload

What will the future hold with young people spending an average of 6.5 hours a day on electronic devices?
(Re) Thinking Our Media Habits

To use media in a productive way. The ability to identify patterns behavior in relation to engaging media.
Strengthening Literary Skills

“Without language skills there would be no thought process.”

Writing is a way of thinking.

(Alicea, 2018, p. 56).
“In a world flooded by irrelevant information, clarity is power”

—Yural Noah Harari

“And to gain clarity, we certainly need to think critically about our own existence”

—Christian Valentín
Referencias


