

Activity: Session 15 Media Influence On Diversity and Acceptance

Objective: The object of this session is to help participants understand the power the media has in affecting our decisions.

Materials Needed

- Video clip of commercials or magazine advertisements

Sign In and Welcome

Mentors should greet their protégés and show them where to sign in.

Introduce Topic and Mini Discussion

- Ask for volunteers to explain the concept of “media influence”.
- How do trends get started i.e., one pant leg up, dying your hair bright colors, wearing certain shoes?
- Why do we want to buy the music highlighted on MTV? Or, how do those songs become so popular?
- Does the media influence the way you pick your friends? How?
- How do T.V., movies, magazines, and radio cause us to think about different races?

Group Activity

A mentor instructs the group to watch a brief video clip of commercials and then analyze it with the group. If a T.V. is unavailable mentors can use magazine ads or have group brainstorm on paper certain commercials or T.V. shows.

- How many women, ethnicities, and minorities were shown? Were there a lot or just a few?
- How many were shown in a leadership role (i.e. doctor, lawyer, or business owner)?
- Discuss as a group how people feel the media shows women, different ethnicities, and minorities.
- Think of negative and positive ways the media shows these groups.
- Think of examples of commercials, shows or songs that are positive examples.

One-on-One Time

Mentors and protégés can continue to discuss how the media affects them using the media influence worksheet (attachment 1).

Group Activity

Each mentor and protégé shares one solution to how the media could be more accepting of different races and minorities. What should the media do to include everyone and depict them in a positive manner?

Wrap up Discussion

A mentor asks the group to pay attention and make note of media influences, both positive and negative, and challenges everyone not to be persuaded. The group will discuss reactions at the next meeting.

OPTIONAL ACTIVITIES/DISCUSSIONS

Group Activity: “Skit”

Used to show different ethnicities and cultures in a positive manner as well as an opportunity to work as a team and “be on stage”.

- In teams of 4 develop a 1-2 minute T.V. advertisement that depicts different ethnicities/groups in a positive view. Allow 5-10 minutes to prepare. Groups can use any props in the room. Each team presents their skit to the larger group. Follow-up with a discussion on what it was like to develop and perform the skit.

Group Activity: “Show and Tell”

Used to emphasize the positive aspects of cultural diversity and allow youth to talk about and discuss what’s important to them.

- Ask youth (mentors and protégés) to bring in food, clothing, a game or knick-knack, etc. that represents something about their ethnicity, family heritage or represents a family tradition. Allow time for each person to share and explain their item and allow for questions.
- **Note:** Some protégés may need assistance in identifying an item. Mentors should help them brainstorm. They do not necessarily need to bring an actual item, they could share a story, tell about a family tradition, etc.

Media Influences One-on-One Questions

Review and discuss the following questions.

- What are your favorite movies?
- What are your favorite T.V. shows?
- What CDs are you currently listening to? What is your favorite Radio Station?
- What type of shoes do you have on?
- How many women and women of color star in your favorite movie and T.V. shows? Can you count them?
- What are the trends and styles of the musicians you listen to? How are they different from your least favorite music? Why? What races/ethnicities are included in your music choices?
- Why do you buy the clothes and shoes you wear? Are you aware of what celebrities are wearing and do you try to copy them? Why?
- Why do you think commercials don't include all ethnicities/cultures?
- How could you make sure you include and accept people who like different music and dress differently than you?
- Why do you think it's important to know and be friends with people who have different interests and tastes than you?
- Why is it important to be accepting of different races, religions and styles? Explain.
- What is one thing you can do this week to make sure you are not persuaded or influenced by the media?