

Media Literacy: Recognizing the Power of Graphics

Instructions:

An important media literacy skill is the ability to understand how graphics and other artwork provide the background for interpreting stories. This 1-page assignment asks students to consider the personal and sociopolitical impact of a controversial magazine cover image. Your assignment will be graded according to the following rubric:

Grading Rubric: 10 points

2 points = **Identify** the specific photo, graphic, or artwork that you plan to analyze. **State** the magazine where the image appeared, and the date on which it was published. (For example, the darkened O.J. Simpson cover appeared in *Time* on 27 June 1994).

2 points = **Describe** the photo, graphic, or artwork you have chosen. Give details about the person or people in the image, and anything else that strikes you as important or controversial. (For example, photo-shopping images to alter them, or the decision to leave certain images untouched).

2 points = **Evaluate** how this image reinforces and/or challenges at least one cultural stereotype. (Make sure to identify the stereotype being reinforced and/or challenged).

2 points = **Analyze** the likely sociopolitical implications of the image. Think about whom the stereotypes help and whom they harm.

2 points = **Reflect** on how his image affects individual viewers like yourself.