

Lights, Camera, Action: **Using Media and Media Literacy in Food and Nutrition Education**

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Media Literacy: Awareness of the influence of media in society, and the ability to access, analyze, evaluate and create media. Critical thinking applied to media messages.

5 Core Concepts:

1. All media messages are constructed.
2. Each medium is unique.
3. Media messages are created for a specific purpose (profit/power/entertain/educate).
4. Media messages contain embedded values.
5. Each individual constructs their own meanings from media messages.
(No wrong answers)

7 Key Questions: (deconstruct, analyze and evaluate)

1. Who owns/paid for the message?
2. What is the purpose of the message?
3. Who is the intended audience?
4. What techniques are used to grab and hold my attention?
5. What is being sold? (spoken/unspoken)
6. What’s included in the message; what’s missing?
7. How might others interpret this message?

Applying Critical Thinking to our Food System

- * Where did my food come from?
- * Who produced it? (+ who owns/profits from the technology?)
- * Under what conditions?
- * What’s in it (or not)?
- * How might my food choices affect the environment? (unintended consequences)