



MEDIABREAKER

Express

Activity #2

Talk Back to Racism

Time

45 minutes to an hour

Supplies

- Computer with video/audio capabilities

Introductory Activity Questions

- **HOW DOES YOUR VIEW OF MESSAGING CHANGE WHEN THERE ARE MORE DIVERSE VOICES?**
- **IN WHAT WAYS DOES DIVERSITY IN MESSAGING MEAN DIFFERENT THINGS TO DIFFERENT SEGMENTS OF THE POPULATION?**
- **ASIDE FROM RACE, WHAT OTHER KINDS OF DIVERSITY CAN BE USED IN MESSAGING?**

Instructions

Race and ethnicity are ways of seeing and understanding the world, and media play an influential role in shaping how we think about and enact race in our everyday lives. The media industry has made progress toward addressing the lack of minority voices, but inequality and biases still remain and are often visible through stereotypical representations in the media.

- 1 Screen one or more media texts for the participants. Ask the participants to pay attention to how race and ethnicity are presented within the media text, through images and sounds.
- 2 Have participants break into groups and remix the video(s). Questions to explore might include:
 - Who is the author of the media text?
 - What is the purpose of the media text – what does the media want you to do/think/feel?
 - How are race and ethnicity represented, or not represented? Are they stereotypical or are they complex?
 - Do these representations reflect how you understand race and ethnicity? Why or why not?
- 3 Screen remixes as a class and discuss.