



Why is a media literacy program for girls important?

From magazines to marketing campaigns to music videos, girls today are bombarded by media images. On average, girls ages 8 to 18 are exposed to media for 8 hours per day, and use media for 6 hours per day.

MEDIA LITERACY

Through Girls Inc. Media Literacy, girls increase their awareness of the scope and power of the media and the effects of media messages on girls and women.

They learn to analyze what they see and hear in the media and advocate for change in entertainment, news, and advertising. Girls have the opportunity to create media that is realistic and reflective of their lives.



DECONSTRUCT

Girls discover and critique the hidden media messages, and question the media's focus on appearance and a narrow definition of beauty.



ANALYZE

Girls learn to gauge what they see and hear in the media and advocate for change in entertainment, news, and advertising.



AWARENESS

Girls increase their understanding of the scope and power of the media and the effects of media messages on girls and women.



INVESTIGATE

Girls explore the use of slogans, logos, merchandising, and target marketing in media and consider the realness of reality TV.