

Teaching Kids to “Read” the Media

Watch and listen with your children often. Ask them questions. Get them thinking.

ASK: What’s real about this situation?

What’s not real?

How did the TV/movie/magazine make the situation seem real?

During commercials is a great time to teach children about how companies sell products.

ASK: What are the ad makers doing to make the product look really good?

Are the people in the ad having a problem? If so, how does their problem get solved?

If real people were having the same problem, are there solutions other than buying a product?

When violence occurs, you can help your child in developing other ways to handle conflict.

ASK: Why did the people use violence?

What other options could people use to deal with their problems?

What would be the consequences if children used the same violence as they see and hear in the media?

Remember: watch, listen, think, and talk!

These are the key actions to becoming media literate.



For more information, call the Center for Media Education at 202-628-2620

or visit their web site at www.cme.org



For more Fact Sheets please go to www.ParentHelpNH.org

Children’s Hospital at Dartmouth, Injury Prevention Center, NH Department of Health and Human Services, NH Department of Education, NH Pediatric Society, SAFE KIDS NH & Partnership for a DrugFreeNH.org