

MEDIA AWARENESS SCAVENGER HUNT

Log onto the following website:

http://www.media-awareness.ca/english/resources/research_documents/reports/diversity/different_world.cfm

Answer the following questions based on the article *A Different World: Children's Perceptions of Race and Class in Media*.

1. How many children participated in the survey?
2. What four races were included in the survey?
3. What would the “perfect” TV show have in it?
4. What type of program do Latinos most frequently watch?
5. What two people were listed as favorites by all four races?
6. What two races are shown the least on television?
7. Characters from what race are most likely to be portrayed in a negative manner?
8. Characters from what race are most likely to be portrayed in a positive manner?
9. Describe the stereotypical qualities of white characters on television.
10. Describe the stereotypical qualities of minority characters on television.
11. What two races are portrayed negatively through the news?
12. Explain the results of the survey regarding newscasters and race.

Writing Activity

If you were to develop a new TV program, what would it be like? In your description, include the following components:

- Type of show
- Content of the show
- Setting
- Characters (main/supporting)
- Rating of show
- Audience
- When you would “air” the show