

The Music, The Media, The Message: Decoding the Hype in Entertainment

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You like the music and the media... but are you getting the real message? In this workshop, Daree Allen, MS will lead girls in a series of activities to break down the negative, stereotypical, sensual messages in music, TV, and magazines so that they will never be broke.

This is a dynamic and fun workshop that teaches teens how to J.A.M. their way to a higher sense of self-worth and empower them to make better choices in entertainment. A series of activities is included to help you learn how to take charge of your thought life, and break down the negative, stereotypical, sensual messages in popular music, TV shows and magazines. Practical emphasis is on media literacy education, positive self-affirmations, and the practice of journaling to document experiences, release strong emotions, and track personal growth.



Abstract

Research shows that youth are highly impacted by the messages they receive from the media. These messages are often sexually charged, violent and convey negative messages about women and communities of color.

Media and marketing messages are cleverly created with psychological tactics designed to create dissatisfaction and self-loathing for the sole purpose of profit, without regard for the long-term social and psychological effects on girls, such as low self-esteem, promiscuity, and insecurity, to name a few. The *Music, the Media, and the Message workshop* empowers middle school- and high school-aged girls with analytical skills to break down and interpret the subliminal and overt messages that address them in an array of media and marketing messages.

The workshop raises self-awareness and arms girls with tools to 1) acknowledge and 2) understand the messages meant to recruit their loyalty and admiration in the world of fashion and entertainment. In the style of Jay-Z's book *Decoded*, we will decipher pop and hip hop song lyrics, fashion and other magazine advertisements, and commercials. You think you've got the message, but what are they *really saying*?

At the conclusion of this educational, analytical and entertaining workshop, youth are able to better identify and filter negative messages rather than emulate them.

Topics Covered

"J.A.M.": Journaling, Affirmations and Media Literacy

What is self-esteem? (approval addiction and self-confidence)

Body image satisfaction

Self-talk

Media Literacy and Pop Culture:

- ❖ Media effects on self-image (hair, dress, make-up, body image) and self-worth
- ❖ Influence of the marketing, music and media messages in entertainment outlets in fostering low self-esteem and discontentment
 - ❖ Reality TV
 - ❖ Music Videos
 - ❖ Songs

"Ms. Allen has such a positive outlook on life and her ability to communicate well, whether during her interactions with her peers or children, which makes people want to listen to and act on what she is saying. You become engaged just by being around her and on several occasions, I have watched in amazement at the transformation that occurs during her one on one time with some of our more reserved children. She has a great ability to assess a situation and determine the best course of action when dealing with youth, and helping them to remain focused during a workshop." - Chandra Southern, Founder/Executive Director of Delivered Vessels, Inc.

Objectives

- ❖ Empower youth to decode messages in various forms of media
- ❖ Recognize ways that modern media (music, news, trends) can influence their sense of self-worth, and build self-esteem
- ❖ Facilitate group discussions designed to help teens break down the barriers caused by classism (the "haves" vs. the "have nots")

- ❖ Lead interactive activities that will promote awareness of stereotypes and decrease prejudgments and help analyze media messages
- ❖ Promote insight and understanding to youth on our societal norms including the effects of reality TV, film, internet (social media) and music videos on self-concept, pop culture, fashion, and acceptable behavior