



“The Great Realisation”: Media and the Message

Information for students

Students will view a media text and think critically about the message that is being conveyed before adopting a stance and commenting on the video’s message.

Read/view and explore

Watch the video entitled “The Great Realisation” <http://www.probablytomfoolery.com/>

Consider these key media literacy questions as you think about the video:

- Who created this message?
- What techniques are used to attract the viewer’s attention?
- How might different people understand this message differently?
- What lifestyles, values and points of view are represented in this message?
- What lifestyles, values and points of view are omitted from this message?
- Why was this message created?

All texts, including media texts, **are constructs**. They have been created to serve a particular purpose, or to deliver a specific message. Some media texts have **social and political implications**. Watch this [Media Smarts video](#) to learn more.

Write/produce

This video has gone viral. Why do you think it has become popular? Do people agree with and wish to share his message? If you were to see this video through social media, what comment would you make?

Social media platforms have been the source of much information over the past few months, not all of it reliable. Using a critical literacy approach helps to filter through all of the messages. Though this video is presented initially as an innocent bedtime story, it is in fact delivering a powerful message you may, or may not, agree with about the pandemic.

The writing task:

If you were to share this video on social media, what post would you write to encourage your friends to view it through a critical lens? Create a post that introduces the video to a known audience.

Materials required

- Computer with Internet access.



Information for parents

Students should:

- view the video and discuss their ideas with peers and family members.

Parents could:

- encourage their teen to talk about their initial reaction to the video and share their own ideas with them.