



The National Academy of Television Arts and Sciences

Philadelphia Chapter
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CREATING CRITICAL TELEVISION VIEWERS FACT SHEET

* "Creating Critical Viewers" is a nationwide television literacy project offering free educational material to secondary school teachers with the objective of developing students who are more discriminating viewers. Funding for the project comes from the National Academy and the Pacific Mountain Network. NATAS chapters around the country are participating in introducing this program in their communities.

* The program's 10 lesson plans concentrate on television's different components, and provide an opportunity to explore major concerns of parents and educators. Lesson plans include:

- How entertainment and news programs are produced
- How the medium influences feelings about ourselves and others
- How to evaluate content and differentiate fact from opinion and fantasy from reality
- How to identify stereotypes portrayed on television
- How to recognize distortions and risks of imitation produced by TV's portrayals of violence.
- How to understand the ways television may influence social customs, ethics and morality, and confront possible anti-social values reflected on TV

The curriculum was written by Drs. Jerome and Dorothy Singer, directors of the Family Television Research Center at Yale University. A 70 minute video dealing with 6 of the subjects covered is also available and is copyright exempt.

* The Philadelphia Chapter has worked with the Philadelphia School District to set up a "Critical Viewing" pilot program at the Peirce Middle School as a first step in implementing this curriculum on a much wider basis.

* A "Critical Viewing" Teleconference featuring Dr. Dorothy Singer was produced by the School District of Philadelphia in cooperation with NATAS. This program linked teachers in Philadelphia, Washington, D.C., Dallas and New York City. An edited version of the teleconference will run in rotation on the Philadelphia School District cable channels starting November 1, and is also available for similar use by the other districts who participated.