

Chapter 14
Core Concept #4
Media Are Businesses Organized
for Profit and Power

Who Is My Hero/Heroine
Grades 1–12

Objective: To gauge the effect and the authority of media on the lives of our youth by examining who they consider to be their heroes and heroines.

We know how important it is for children and youth to have role models. Conduct a simple inventory of the people who your students consider to be their heroes or heroines. You might ask them to bring in a picture or a video of the person. Discuss why they want to be like their hero or heroine. What characteristics do they admire? What do they learn from their heroes? Notice who and what shape their sense of self-worth. In many cases—outside of family members—their role models will be media celebrities. Define what it means to be a hero and heroine. Do their celebrity choices pass the test?

The Media Moneychangers
Grades 6–12

Objective: To make students aware of the intimate but complex web of corporate powers that own the media and sell our stories for profit.

1. Have students research and profile the companies mentioned in the section, “The Men behind the Curtain” (see pages 109 to 110 in *Catechesis in a Multimedia World*). Include information about the people who own or run the companies (CEO and Board of Directors), what other media they own, the product (media) that they produce, the kinds of stories that they tell, the audiences that they reach. The level of research can be adjusted according to the age group.
2. Discussion: How are the media barons like the moneychangers in Mark’s Gospel?