

A PICTUREBOOK ABOUT MEDIA

Media literacy for young children





Do you know what media are?
The media world is different
from your world.

Find out how it is different!



Touch the tip of your nose
with your finger.

Have you done this?

Can you feel it?
Is your nose cold
or warm?

Move your finger across
the end of your nose.
Can you feel two holes?

These are your nostrils.



If it is cold outside, your nose will be red.
Check in the mirror what colour it is now.

If you press it hard, perhaps
it will hurt a little.
This is why you'd better not do it!

Blow on your finger through your nostrils.
Can you feel the air flowing?

While you are blowing through your nostrils,
you are also making a sound.

A person can feel, see or hear
their nose and this is how they know
that it exists and that it is real.



Now, look at this
drawing of a nose.
Put your finger
on it and close your eyes.

Can you feel the nose
or the paper?
Is there air coming
out of the nostrils?

Can this nose run
when you have
a cold?
It probably can't,
because this is
NOT a nose.

This is a PICTURE OF A NOSE.





Does anyone near you have a phone with a camera? You can make a short film about the nose: touch it, check whether the holes are in the right place or blow through them.


Now watch the film and touch the nose on the screen. What can you feel?



Think: is this your nose or just a VIDEO of your nose?

Place your left
hand on your
heart.

Can you feel it
beating?



Place
your right hand
on the heart
in this
picturebook.

Is the
drawn heart
beating?
Can it be happy
or sad
like yours?

You are right, this is not a heart.
This is a PICTURE OF A HEART
which represents this part
of the human body and
looks like it.

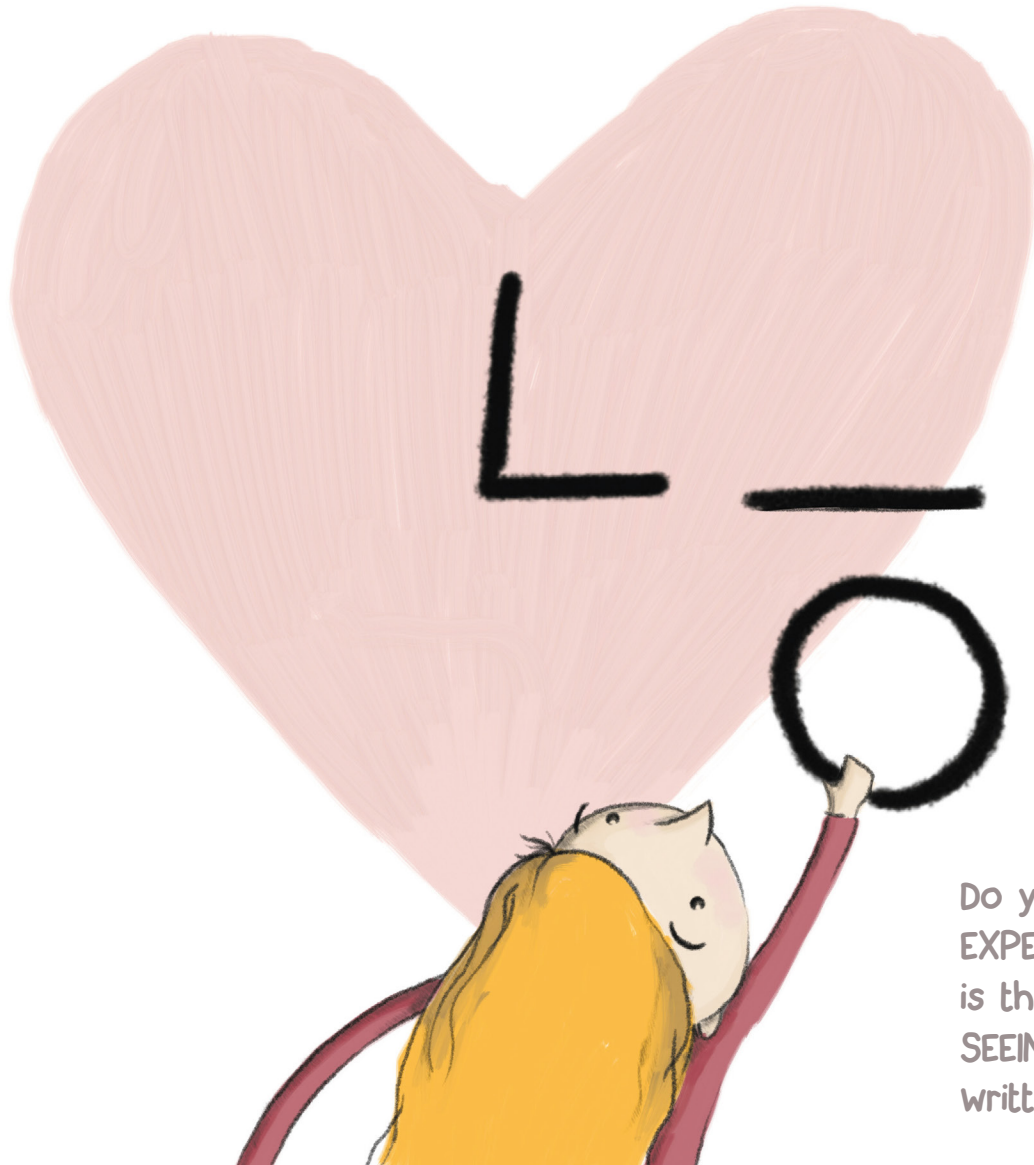
What we use to represent
something is called
a SIGN, and sometimes
a SYMBOL.

Your heart is real, and the
drawn heart is a symbol.

In media we can find
signs and symbols.



Can you guess what the drawn heart also represents?



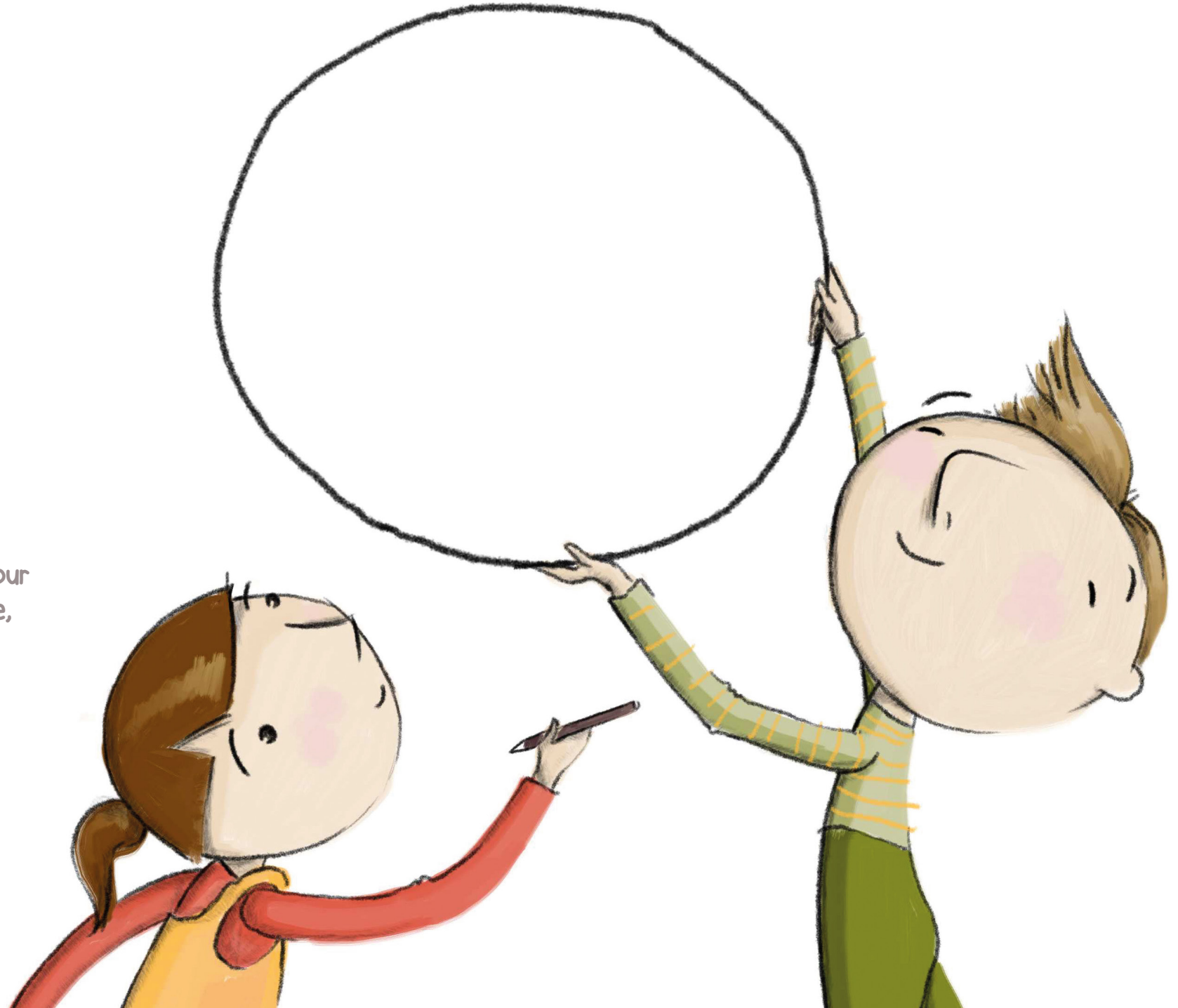
Do you think
EXPERIENCING love
is the same as
SEEING the word love
written down?



Love is what you
feel, while WORDS
and DRAWINGS are
SYMBOLS
of love.

Symbols can be
drawings, pictures,
words, videos or
sounds.

If you feel like it,
think of an
experience
or of a feeling
that you have had
and draw it,
write it and/or colour
it in the blank circle,
or you can also
produce a sound.





Remember:
the real world
is where your
real experiences live.

The media world
is where symbols live.

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This picturebook was written and created by Alma Čakmazović.
Illustrations by Petra Zlonoga, and design by Branimir Lazanja.

Translation into English by Davies d.o.o.

This picturebook was created as part of an educational package for young children for the Days of Media Literacy, which the Agency for Electronic Media and UNICEF initiated with the objective of educating and informing children, parents, teachers and educators of the importance of media literacy, one of the most important life skills of the 21st century.

UNICEF thanks all persons who through their donations make it possible for the organisation to operate in Croatia and with whose support this picturebook was also created.



Media literacy helps to form the habit of appraising media contents and to develop the skills of expression necessary for critical thinking. Today, it represents education for life, human values, active citizenship and responsible media practices.

This picturebook is devoted to children, parents, foster parents and educators.

Its purpose is to give the youngest children the chance to understand media through one of the first lessons in media literacy, one about the difference between the media world and the real world.

We wish you a lot of enjoyment and discoveries in the pages of this picturebook!