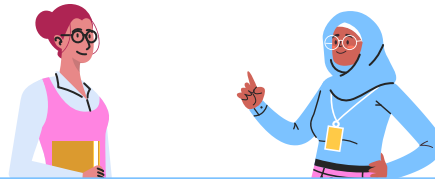


How to build emotional resilience to media messages

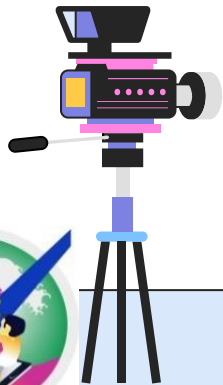
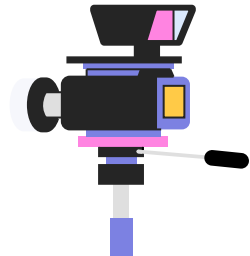


eMotionsMapping(e-Map)

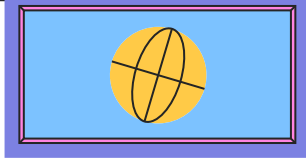
“eMotions Mapping”

(2020-1-RO01-KA229-080232_1)

Co-funded by the
Erasmus+ Programme
of the European Union



The vision of EMAP



Emotional mapping refers to how to master emotional intelligence. We understand by SEL as the process through which individuals, including both children and adults:

understand and manage
emotions

establish and achieve
positive goals

demonstrate
empathy towards
others



thrive in the workplace,
and contribute
effectively to a
functioning democracy.

make responsible
decisions, succeed
academically

build and
maintain healthy
relationships



What is MIL?

Media education is the ability of people to access, understand, create and critically evaluate different types of media. It is built on three pillars:

Critical approach

**Access to media
and media content.**

**Creativity and
communication
skills**

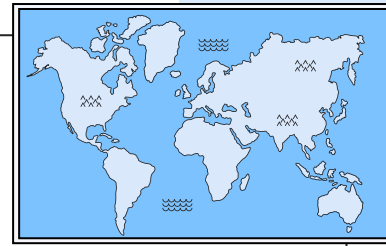
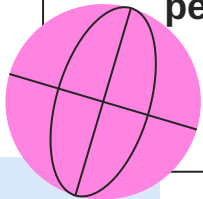


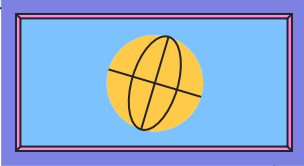


In our EMAP Erasmus+ project, we embrace emotional mapping as a positive mindset towards one's own emotions. Imagine your inner emotions as a hidden treasure: why treasure? Because the ability to differentiate between positive and negative emotions, then learn how to control them, is a valuable asset for personal growth.



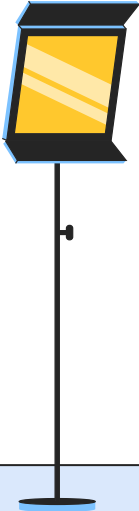
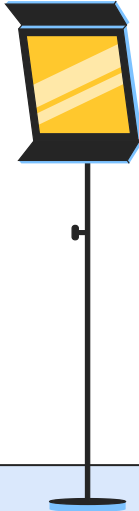
Why hidden? Think of the journey to your inner world as a labyrinth: it takes patience, exploration, and time to discover and unlock this treasure inside you, which can transform you into a successful, well-rounded individuals.





Types of media messages

TASK





ADVERTISING

- Advertising has the main purpose of persuading people to buy a particular product or service or to raise awareness of a company that offers products or services.

ADVOCACY

- Advocacy aims to convince the public or decision-makers on behalf of a cause, usually of public interest. Thus, the NGOs who want to promote legislative changes in favour of those they represent are doing advocacy.
- For example, an association representing rural students can advocate to convince the authorities to settle the transport costs of children who come to school in neighbouring towns. One of the main requirements of advocacy activities is transparency.

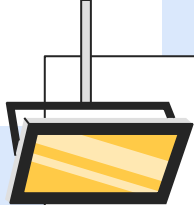
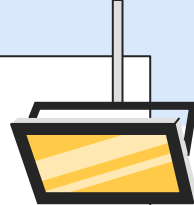
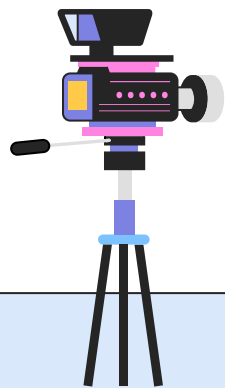
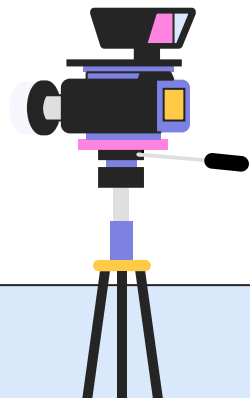


LOBBYING

- Lobbying is a close relative of advocacy activities, with the difference that it is exercised only at the level of decision-makers and for the promotion of private interests (large companies, employers' or trade unions, professional organizations or of an industry).
- For example, farmers' associations can "lobby" the Government to receive compensation for drought losses.

These types of media messages use an act of persuasion. Receivers of messages of this type are called to either buy something, make a decision in a certain direction or adopt a positive attitude towards a product, service or idea. To achieve their goal - to persuade - these forms of communication use *persuasion techniques*.





Persuasion techniques

There are 10 different persuasion techniques that can be split into three categories



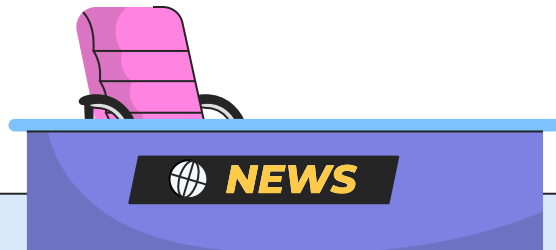
Protagonists



The appeal to emotions



Cognitive mechanisms



PROTAGONISTS

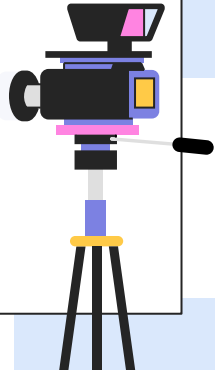
Experts

We rely on experts to inform us about things we don't know enough about. In more technical or specialized subjects, experts - or actors posing as experts - are brought in.



Celebrities

We pay more attention, but also credibility to celebrities. Media companies - and not only - exploit this celebrity to increase audience. If we love the actors or actresses in a movie, we will be tempted to see that movie, and if a well-known athlete promotes a product, we are more likely to buy it. If we love those actors or influencers, we are more inclined to love the products they promote.



PROTAGONISTS

Beautiful People

Advertising, TV shows, movies, use characters with beautiful traits to attract our attention. This creates a beautified image of reality, suggesting that if we use a certain service or product, we too will become as beautiful or successful.



Ordinary People

We believe more in the information from those "like us", because we identify with them and we believe in their sincerity.



Cognitive mechanisms

The Promise

Discounts, coupons, those kind of gifts are promises that brands make them to increase the chances of purchase of its products or the services they offer. The technique has at base a cognitive mechanism that push the customers to action to benefit from a new opportunity.

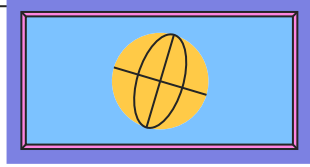
The Repetition

Words, sounds or images can be repeated to reinforce a message, to do it memorable. One thing insistently repeated makes its way into the memory—willingly or unwillingly – and thus we wake up that we "know" a brand, a slogan, a name of a product or figure of a character

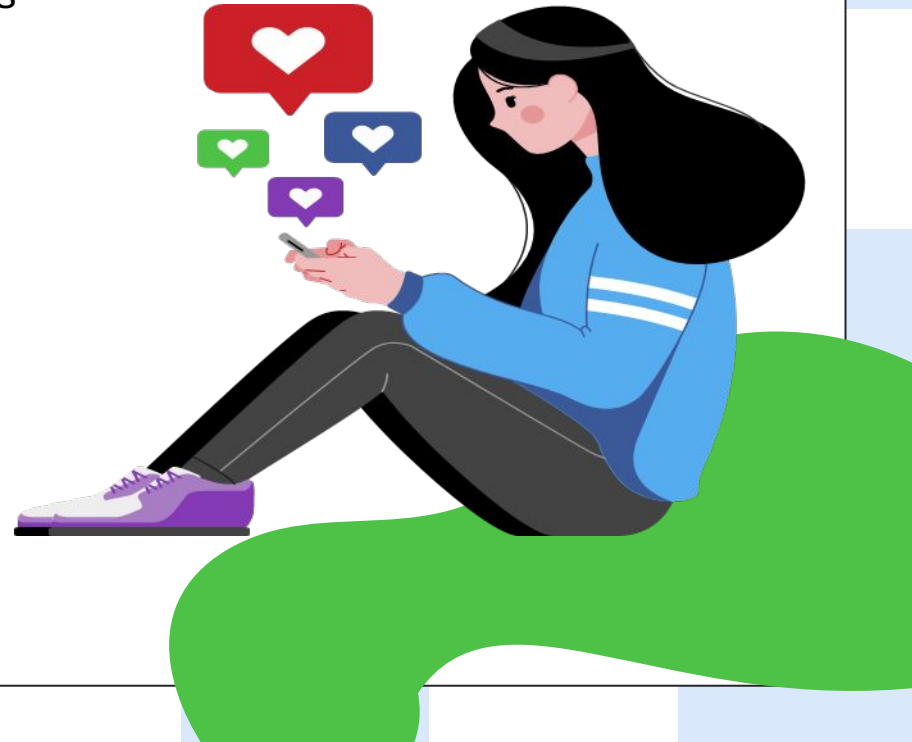


<https://youtu.be/N7idWG9uEXc>

The appeal to emotions



In order to understand the reality around us faster and make quick decisions, our brain uses some "shortcuts". These are automatic reactions of the human brain, also called cognitive biases (prejudices). How do biases affect our media consumption? Our biases are especially activated when we come into contact with messages that push our **emotional buttons**.





Emotional Buttons



Positive emotions (compassion, hope, satisfaction):

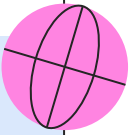
Positive emotions (compassion, hope, satisfaction):

Messages that aim to mobilize us will appeal to these positive emotions, making us want to act because we know we will have an almost immediate personal emotional benefit.

Negative emotions (fear, disgust, anger):

Presenting an idea or problem that causes us a negative emotion (fear) while also offering a solution to this problem.





HOW TO DECONSTRUCT MEDIA MESSAGES

Message deconstruction is an essential concept in media education, referring to the development of:

Individual skills of understanding the relationship between the "text" and the meaning



Individual skills to "read" the multimedia world and discover its layers

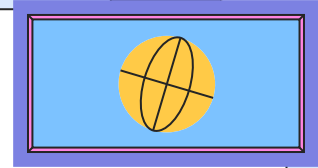


Watch the media messages below. Determine which persuasion techniques are used. Explain your choices.

Message	Techniques
<u>Car Service #LikeABosch</u>	
<u>Reclama Sensodyne</u>	
<u>Pantene - Celebritate</u>	
<u>Buna seara, România </u> <u>Wednesday, disponibil acum</u>	



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