

TENTH ANNUAL
**MEDIA
THAT
MATTERS**

My Hotness is Pasted on Yey! (5:37 min)

Directed by Gus Andrews

Produced by Gus Andrews

Winner of the Fair Use Award



About the Film

The Media Show is a YouTube channel series starring puppets Weena and Erna, two high-school-aged sisters skipping school to spend time making their own videos in an abandoned storage closet in an advertising agency in New York City. The show's model of media literacy aims to reconcile the exuberance of fan-created media with a critique of ad-driven corporate media.

In this episode of The Media Show, *My Hotness is Pasted on Yey!*, Weena and Erna happen across a terrible graphics job in Cosmopolitan, leading them to the website Photoshop Disasters, which gets them thinking about other photo manipulation throughout history. Stalin, Hitler, OJ Simpson, Beyoncé—who hasn't been touched by photo alteration in some way? The girls explore art and propaganda and end up playing with Photoshop themselves, taking control and manipulating their own appearance.

By primarily distributing online, we aim to enter into a dialog about media where young producers, both casual and political, are already displaying and critiquing their work. We hoped this episode might be many things to many people. To viewers on YouTube, it has prompted dialog about whether media can simply be dismissed as “fake” and how photos are involved in the “pro-ana” (pro-anorexia) community online. To educators, we hope it offers Photoshop Disasters and ad agency websites as potential materials for media literacy lessons, while sparking some new ideas on how to approach the topic. We even hope that this might give ad agency creatives a moment to reflect on the impact of their work.

Filmmaker Bios

Gillian “Gus” Andrews began her career in video production and media criticism in first grade, when her teacher asked students to make their own commercials as an exercise in media literacy. Gus and her close friend Robert became well-known among their peers for tackling every possible school assignment through video, always including satirical commercials which often had little to do with the assignment topic

Gus pitched and developed The Media Show to AfterEd.TV in August 2008, and

has written, edited, performed, and produced for it since.

Her work to teach Internet literacy through the show often draws on lessons learned from her dissertation on digital divide in online use. It has also been shaped by her time spent with contributors to the hacker magazine 2600, with whom she participates in the bi-annual HOPE conference and the WBAI radio show Off The Hook.

The Media Show is supported and developed by the online video group at the EdLab at Teachers College, Columbia University. EdLab's atelier model of production offers Media Show performers and interns in apprenticeship-style learning of how to use professional-grade equipment and tools like Final Cut Pro.

We're a group of students and unemployed puppeteers in New York City with a gotta-save-the-farm, let's-put-on-a-show spirit. Our aim is to reconcile our frustration with ad-driven media with occasional outbursts of fangirl squee. Join us!

Take Action Links

Take Action with Dove's Campaign for Real Beauty

(http://www.dove.ca/en/default.aspx#/cfrb/girlsonly/image_manipulation.aspx)

Do you have the eye to spot what's real and what's altered? Take this quiz and see for yourself how image manipulation deceives the eye.

Take Action with Media Awareness (<http://www.media-awareness.ca/english/games/coco/index.cfm>)

Play this interactive game and discover how easily manipulative media is created.

Take Action with Just Think (<http://www.justthink.org/>)

Use one of the organization's many "packaged curricula" to teach media literacy skills in the classroom.

For more information about *My Hotness is Pasted on Yey!* and the other films from the tenth annual Media That Matters Film Festival, visit www.mediathatmattersfest.org or contact us at festival@artsengine.net.

