



Activity N°15: One, two, tweet!

Analysis / Production
European encounter

Key words: *Image / Information / Language*



Target groups:

- Journalism students
- Professional journalists
- Other media professionals
- Media literacy trainers

Duration: 45 to 60 minutes

Context: Say it in 140 characters! This is the slogan of the micro blogging site Twitter, and it's the challenge facing the participants in this activity. Describing images that illustrate diversity, the aim is to convey the key information in a single sentence and to identify the associated stereotypes.

Objectives:

- To practise describing a news image relating to diversity
- To endeavour to keep to the essential information
- To raise awareness about the presence of stereotypes

Equipment:

- Pens and paper
- Internet access

Media Resources: A set of images on diversity (ethnic, gender, social status, etc).

Observations: Ensure that the participants have a Twitter account (www.twitter.com). If necessary, ask them to create their own or activate a joint one. The use of a common hashtag (a keyword preceded by the # sign) will facilitate the pooling of results.

Organisation:

Class configuration	Time in minutes	Sequence of activities
GR	5'	Introduce the activity and present the collection of illustrations. Give each participant a photograph.
IND	5'	ONE: Ask participants to look at the photo and describe it.
IND	10'	TWO: ask participants to write a caption corresponding to the image.
IND	10'	TWEET: ask participants to "tweet" ¹ the image and caption.
GR	20'	Ask participants to follow the discussion together via the selected #hashtag and get them to discuss the results.

Variant: The media education teacher could use this activity to analyse and discuss the functions and uses of a micro blogging site such as Twitter, particularly where its journalistic dimension is concerned.

Suggested follow-up activities:

This is the final activity of the **Language and words** Unit.

Images Unit: Activity n°9. Bend it like Beckham

¹ Publish the image accompanied by a message of a maximum of 140 characters on the Twitter.com website.