

Bogus Websites: Manipulating Images and Words

As students conduct research and look for information online, they will invariably come across something that appears to be authentic but, upon closer examination, analysis, and questioning, they'll discover that someone is out to fool them. They'll find that someone has used specific techniques to make a website, photo, or magazine cover look real—but it is not real.

One example is an ad that ran in a Philadelphia newspaper for the new airliner, “Derrie-Air,” which proudly announced that customers could book a seat based solely on their weight. They even created a website, <http://flyderrie-air.com> (see Figure 3.15), which newspaper readers clicked on. Here is what the website looks like: A big practical joke, it seems. The airline does not exist, but many unsuspecting news consumers were taken in by this parody.

Derrie-Air *Pack Less. Weigh Less. Pay Less.*

[About Derrie-Air](#) [FAQs](#)

Check back next week to learn more!

Welcome!

Welcome to Derrie-Air, the world's only carbon-neutral luxury airline, where you don't have to choose between living the high life and saving the planet. Nine out of ten scientists agree—we need to reduce our carbon emissions or perish from the face of the earth. Air travel is one of the biggest sources of carbon emissions and global warming. Derrie-Air will be the only airline that plants trees to offset every pound of carbon that our planes release into the atmosphere.

But not only will we do our part to protect the environment, we will expect you, our passengers, to do your part as well. The magic comes from our one of a kind “Sliding Scale”—the more you weigh, the more you'll pay. After all, it takes more fuel—more energy—to get more weight from point A to point B. So we will charge passengers based on how much mass they add to the plane. The heavier you and your luggage are, the more trees we'll plant to make up for the trouble of flying you from place to place.

Look at all the Great Deals from Derrie-Air!

\$2.25/lb. Philadelphia to Los Angeles	\$1.40/lb. Philadelphia to Chicago	\$1.60/lb. Philadelphia to Dallas	\$1.65/lb. Philadelphia to Miami	\$1.90/lb. Philadelphia to Denver
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FIGURE 3.15 A fake website for a fake airline.



FIGURE 3.16 An advertisement for the made-up drug HAVIDOL.

Another fake ad was done by Australian artist Justine Cooper for a new prescription drug, HAVIDOL (see Figure 3.16). If you're not visually or media literate, you may not think twice about this new drug. Yet this, too, is a parody. Check out the HAVIDOL website, <http://havidol.com>.

Like the airline ad, the HAVIDOL ad uses certain codes and conventions that we take for granted. Have students consider what made these ads appear to be authentic. What are the clues? For example, every ad touts the product's name and slogan. Have your students identify those. Ask students to consider in what ways these ads resemble the real (airline and prescription drug) ads they are based on.

Read More About It

Read more about the Derrie-Air ad hoax here: www.citytv.com/toronto/citynews/life/money/article/2419--phony-airline-website-comes-too-close-to-reality.

Read more about the background of the fake HAVIDOL ad at www.reuters.com/article/idUSL165119520070216.

Editorial Cartoons in the Social Studies Classroom

One of the best ways to engage students in visual and news literacy is by incorporating editorial cartoons in the classroom. Because editorial cartoons are traditionally found in newspapers and magazines, they are easily accessible. With Internet access, teachers and students can locate cartoons from every newspaper in the U.S., as well as those from all over the world. A number of good cartoon indexes exist, including those in the following list. Note that both Daryl Cagle websites (www.cagle.com and www.cagle.com/teacher) have worksheets, lesson plans, editorial cartoons, and more.

Resources for Cartoon Indexes

Daryl Cagle's Professional Cartoonists Index

www.cagle.com and www.cagle.com/teacher

The Association of American Editorial Cartoonists

<http://editorialcartoonists.com>

GoComics

www.gocomics.com/explore/editorials

Daryl Cagle's Political Cartoons

www.politicalcartoons.com

Cartoon Stock

www.cartoonstock.com/newscartoons/newscartoon.asp

Questioning Cartoons

Daryl Cagle (Taylor, 2011, para. 6) suggests students use the following five questions to analyze cartoons.

1. What is the event or issue that inspired the cartoon?
2. Are there any real people in the cartoon? Who is portrayed in the cartoon?

3. Are there symbols in the cartoon? What are they and what do they represent?
4. What is the cartoonist's opinion about the topic portrayed in the cartoon?
5. Do you agree or disagree with the cartoonist's opinion? Why? (www.nelrc.org/changeagent/cartoons.htm)

Cartoon Analysis

The National Archives has produced the Cartoon Analysis Worksheet (Worksheet 3.3) to help teachers and students.

The Graphic Novel

Some of the most popular texts in libraries today are graphic novels. Many media specialists report that students can't get enough of these new "comic books." Graphic novels offer many of our students a new avenue to reading by combining words and images in a format that is appealing, attractive, and fun. Reading a graphic novel may seem like a waste of time to some; in reality, as Allyson Lyga (2006) points out, graphic novels offer another way to teach students literacy:

To read a graphic novel, much less a wordless one, many essential literacy skills are required, including the ability to understand a sequence of events, interpret characters' nonverbal gestures, discern the story's plot, and make inferences. (Lyga, 2006, para. 4)

I have been fascinated not only by the traditional graphic novels based on classic literature, but also by newer trends in nonfiction graphic novels. For example, *The 9-11 Report: A Graphic Adaptation*, illustrated by Sid Jacobson and Ernie Colon (2006), was endorsed by the official 9-11 Commission, and *08: A Graphic Diary of the Campaign Trail*, by Michael Crowley and Dan Goldman, follows both Senators John McCain and Barack Obama on the road to the White House.

Cartoon Analysis Worksheet

Level 1

Visuals	Words (not all cartoons include words)
List the objects or people you see in the cartoon.	Identify the cartoon caption and/or title. Locate three words or phrases used by the cartoonist to identify objects or people within the cartoon. Record any important dates or numbers that appear in the cartoon.

Level 2

Visuals	Words
Which of the objects on your list are symbols? What do you think each symbol means?	Which words or phrases in the cartoon appear to be the most significant? Why do you think so? List adjectives that describe the emotions portrayed in the cartoon.

Level 3

Describe the action taking place in the cartoon.

Explain how the words in the cartoon clarify the symbols.

Explain the message of the cartoon.

What special interest groups would agree/disagree with the cartoon's message?

Why?

WORKSHEET 3.3 Analysis Worksheet: Cartoon.

Source: www.archives.gov/education/lessons/worksheets/cartoon.html also in PDF format: www.archives.gov/education/lessons/worksheets/

There is even a graphic novel about media literacy. *Media Meltdown: A Graphic Guide Adventure*, written by Liam O'Donnell and illustrated by Mike Deas, is one of the first graphic novels to address media literacy. It's an engaging story of what happens when young people get involved in their community, try to tell a story, and learn about how the media works along the way. You can read more about this book at the Orca website (<http://us.orcabook.com/productdetails.cfm?PC=2304>). This book even has its own dedicated website (www.mediameltdown.net).

There are a growing number of graphic novel resources on the Internet. Some, such as Comic Life (<http://plasq.com/comiclif>), Comiqs (<http://comiqs.com/aboutus>), Pixton (<http://pixton.com>), and BitStrips (www.bitstrips.com), offer opportunities for your students to create their own comics or graphic novels.

Other websites offer tips and training for teachers looking to integrate graphic novels into their instruction. The Teaching Resources Center of the University of North Carolina at Greensboro has posted "Getting Started with Graphic Novels: A Selective Bibliography of Professional Resources for Librarians" (www.uncg.edu/soe/trc/docs/GraphicNovelsPro_getting%20_started.pdf), which is a great starting place for librarians and teachers. Drawing Words Writing Pictures (<http://dw-wp.com/teaching-resources/>) is another excellent teacher site. You'll also want to check out all the titles in Will Eisner's instructional series, including: *Comics and Sequential Art: Principles and Practices from the Legendary Cartoonist*; *Graphic Storytelling and Visual Narrative*; and *Expressive Anatomy for Comics and Narrative: Principles and Practices from the Legendary Cartoonist*.

Visual Literacy Resources

Websites

Visual Literacy: Media Literacy Clearinghouse

www.frankwbaker.com/vis_lit.htm

Visual Information Literacy: Reading a Documentary Photograph, by Debbie Abilock

<http://aasl.metapress.com/content/n58l04h238135346/fulltext.pdf>

21st Century Literacies, links

www.noodletools.com/debbie/literacies/

Books

***Teaching Visual Literacy in the Primary Classroom* Tim Stafford**

Stafford, T. (Routledge, 2010)

***Picture This: Photography Activities for Early Childhood Learning* (2nd ed.)**

Entz, S. (Corwin, 2009)

Engaging the Eye Generation: Visual Literacy Strategies for the K–5 Classroom

Riddle, J. (Stenhouse, 2009)

***Visual Impact, Visual Teaching: Using Images to Strengthen Learning* (2nd ed.)**

Gangwer, T. (Corwin, 2009)

Teaching Visual Literacy: Using Comic Books, Graphic Novels, Anime, Cartoons, and More to Develop Comprehension and Thinking Skills

Frey, N., & Fisher, D. (Corwin, 2008)

How to Read a Photograph: Lessons from Master Photographers

Jeffrey, I. (Abrams Books, 2009)