

The Media Foundation:

Who are the Adbusters?

"We are a global network of artists, activists, writers, pranksters, students, educators, and entrepreneurs who want to advance the new social activist movement of the information age"

What is Adbuster's Aim?

"To topple existing power structures and forge a major shift in the way we will live in the 21st century"

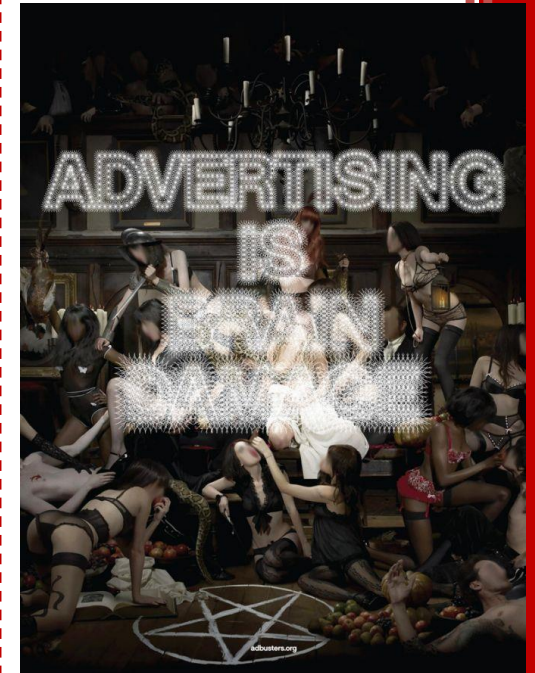
-Adbusters.org

Media Literacy

Online Resources:

http://blogs.sfu.ca/research/cels/wp-content/uploads/2012/11/media_lit_resources.pdf

(Simon Fraser University)



Adbusters
Magazine

"Why are one billion people dying of hunger while another one billion people are dying of excess?"

<http://www.adbusters.org/>

© 1989

Adbusters Magazine

Ad-free

Not-for-profit

Reader-supported

120,000 - circulation

Ecological

*Based out of Vancouver,
British Columbia, Canada.*

*No Corporate funds or
Government grants*

Nature/Purpose:

- Examines the relationship between human beings and their physical and mental environment
- Promotes a balance of economy and ecology; attempting to coax people to shift from spectator to participant

"The reality that children and youth interact with a vast amount of media - books, toys, video games, advertisements, etc. - requires teachers to become aware of and fluent with the diverse popular cultural materials young people read, view, and consume."

(Marshall & Sensoy, 2011, p.1)

Mission:

- Diffuses the fog of mental pollution and change the way information flows.
- Through philosophical thrusts and tactical briefings it influences the start of your permanent occupation
- Reveals any corporate disinformation, injustices in global economy, and any industry that pollutes our physical or mental commons



Offers inclusive philosophical articles and activist commentary from around the world addressing a wide-range of issues

Concerned about the erosion of our physical and cultural environments by **commercial forces**

Fighting for a paradigm shift

"If media literacy is to become part of the K-12 curriculum and teaching, then teachers need to become literate first"

(Goetze, et al. 2005, p.161. *In Media Literacy: Transforming Curriculum and Teaching*)

Teacher Resources

1. **Adbusters Magazine**
(a) Paper Subscription:
starting from -38 (6/year)
(b) Digital Subscription
Starting From -14 (6/year)
2. **The Production of Meaning DVD**
-15
3. **Media Empowerment Kit** -
115
4. **Meme Wars Redemption Kit**
-175
5. **Friend of the Foundation**
-100



*Available Online w/ Free Shipping