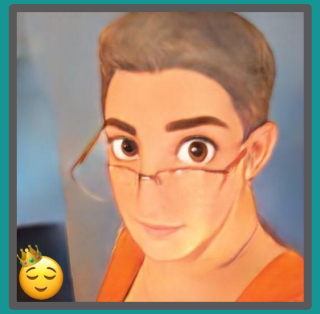
What So Proudly We Hailed Our Home On Native Land

Analyzing Anthem Videos

Diana Maliszewski (she/her)
NAMLE 2021



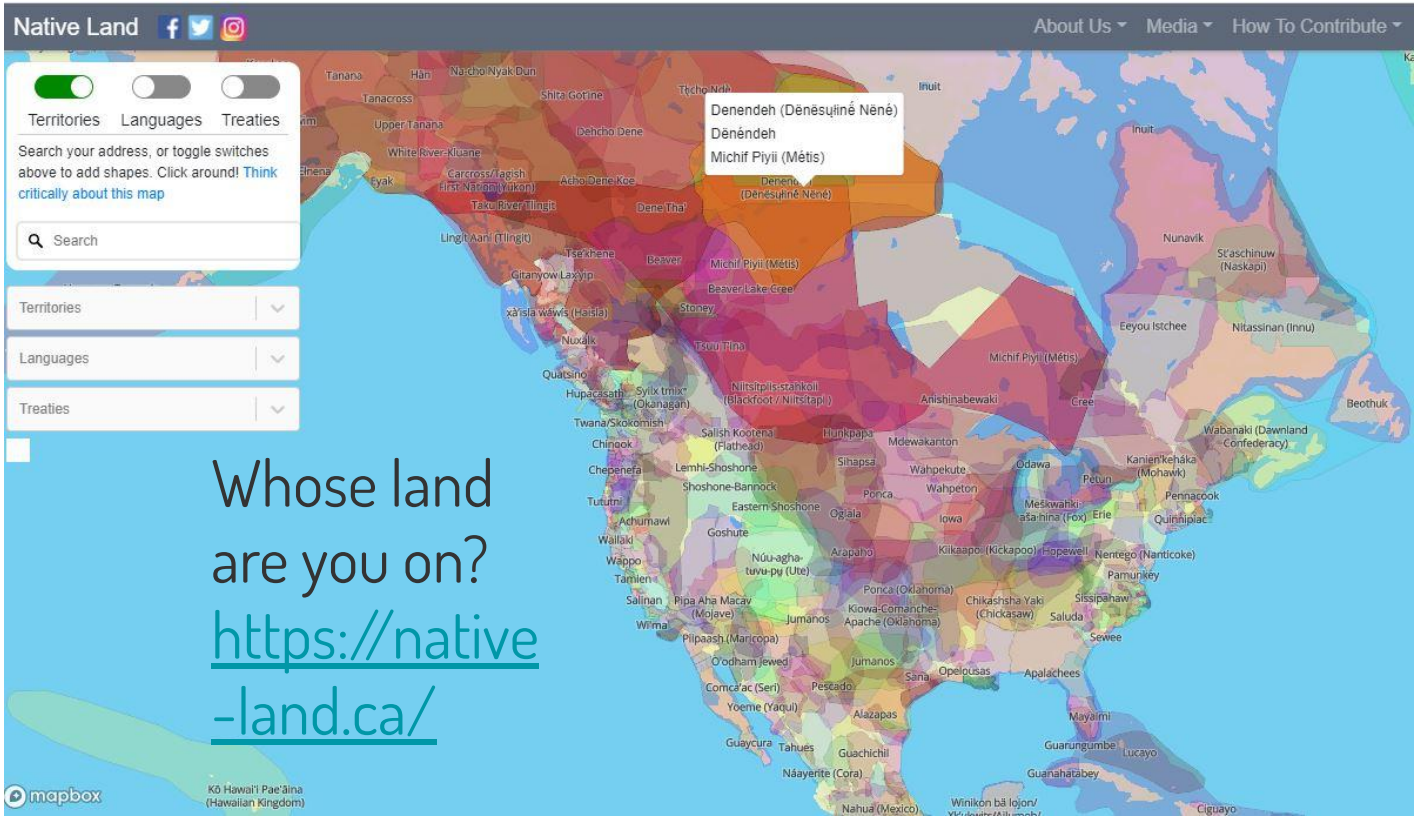
Session Description

Opening exercises in elementary and secondary school settings follow a predictable pattern. How often do we take a critical look or a fresh point of view at examining the values and messages communicated within those traditional routines? These lessons were taught in a Grade 5-6 classroom in Toronto, Canada but can be applied to online learning environments as well as schools in other countries. In Canada, each school day begins with the playing of the national anthem, "O Canada". What versions are chosen to be shared? How are they shared? Some schools have begun to play virtual, video announcements. In these lessons, students are invited to take a closer look at what versions of the anthems are played. Key concepts such as "audiences negotiate meaning" and "media communicate value messages" will be applied to thoroughly analyze these important media texts.

Learning Outcomes / Objectives

a) Identify who produces various media texts, the reason for their production, how they are produced, and how they are funded
b) Identify the conventions and techniques used in some familiar media forms and explain how they help convey meaning and influence or engage the audience
c) Understand how educational and digital inequities are perpetrated through media texts and how media texts can enable, inform, expose or organize
d) Understand the relationship between media, information, and power

Land Acknowledgement



Inclusion Strategy: Word Salad

Brainstorm words you think of or associate with NATIONAL ANTHEMS

Generated with my Grade 5-6 students on June 16, 2021 using https://worditout.com/word-cloud/create

Note that we've been dealing with the news surrounding the discovery of 215 bodies at a residential school in B.C.

Inclusion Strategy: Place Yourself

Recall a time you heard the anthem played and the feelings linked to it

This image comes from https://www.flickr.com/photos/slgc/22614281922 and it is used under the Creative Commons CC BY 4.0 agreement.

This image,

Billy Joel Singing the National Anthem Before Game 3 of the 2015 World Series

Was created by Flickr user SLGCKGC https://www.flickr.com/photos/slgc/

This image comes from https://www.flickr.com/photos/affiliate/3450302116 and it is used under the Creative Commons CC BY 4.0 agreement.

This image, National Anthem at Yankee Stadium on Opening Day 2009

Was created by Flickr affiliate Shawn Collins https://www.flickr.com/photos/affiliate/

This image comes from https://commons.wikimedia.org/wiki/File:2008_Summer_Olympics_-_Opening_Ceremony_-_Beijing,_China_-_%E5%90%8C%E4%B8%80%E4%B8%AA%E4%B8%96%E7%958C_%E5%90%8C%E4%B8%80%E4%B8%AA%E6%A2%A6%E6%83%B3_-_U.S._Army_World_Class_Athlete_Program_-_FMWRC_(4928849082).jpg and it is used under the Creative Commons CC BY 4.0 agreement.

This image, 2008 Summer Olympics Opening Ceremony

Was created by Flickr user familymwr

Colin Kaepernick, center, is joined by Eli Harold, left, and Eric Reid in kneeling during the national anthem before a game in October 2016. MICHAEL ZAGARIS / SAN FRANCISCO 49ERS / GETTY IMAGES

Used without permission

Minds On: Identifying Purpose and Propaganda

Education Act

ONTARIO REGULATION 435/00

OPENING OR CLOSING EXERCISES

Application

1. The requirements set out in this Regulation apply with respect to the opening and closing exercises referred to in section 304 of the Act. O. Reg. 435/00, s. 1.

Pledge of Citizenship

2. (1) The principal may decide whether the opening or closing exercises at a school will include the recitation of the pledge of citizenship. O. Reg. 435/00, s. 2 (1).

(2) The principal's decision about reciting the pledge of citizenship must be consistent with the policies and guidelines, if any, established by the board. O. Reg. 435/00, s. 2 (2).

(3) Before making his or her decision about reciting the pledge of citizenship, the principal shall consult the school council. O. Reg. 435/00, s. 2 (3).

(4) The principal shall review his or her decision about reciting the pledge of citizenship at the beginning of each school year and must consult with the school council. O. Reg. 435/00, s. 2 (4).

3. The following is the pledge of citizenship:

I affirm that I will be faithful and bear true allegiance to Her Majesty Queen Elizabeth the Second, Queen of Canada, and to her heirs and successors, and that I will faithfully observe the laws of Canada and fulfill my duties as a Canadian citizen.

Exemptions

4. A pupil is not required to sing *O Canada* or recite the pledge of citizenship in the following circumstances:

    1. In the case of a pupil who is less than 18 years old, if the pupil's parent or guardian applies to the principal to be exempted from doing so.

    2. In the case of a pupil who is at least 18 years old, if the pupil applies to the principal to be exempted from doing so. O. Reg. 435/00, s. 4.

5. Omitted (provides for coming into force of provisions of this Regulation). O. Reg. 435/00, s. 5.

Minds On: Identifying Purpose and Propaganda

Why do we sing the anthem before school begins in Canada?

Why do we say The Pledge of Allegiance before school begins in America?

What are the pedagogical reasons for these exercises?

We sing O Canada each morning at school so kids have a sense of belonging and can reflect on what it means to be Canadian.

- Anonymous teacher

something we've always done

tradition

instill pride in our country

good way to start the day

Propaganda

Propaganda is communication that is primarily used to influence an audience and further an agenda, which may not be objective and may be selectively presenting facts to encourage a particular synthesis or perception, or using loaded language to produce an emotional rather than a rational response to the information that is being presented.[1] Propaganda is often associated with material which is prepared by governments, but activist groups, companies, religious organizations, the media, and individuals also produce propaganda.

In the 20th century, the term *propaganda* was often associated with a manipulative approach, but historically, propaganda has been a neutral descriptive term.[1][2]

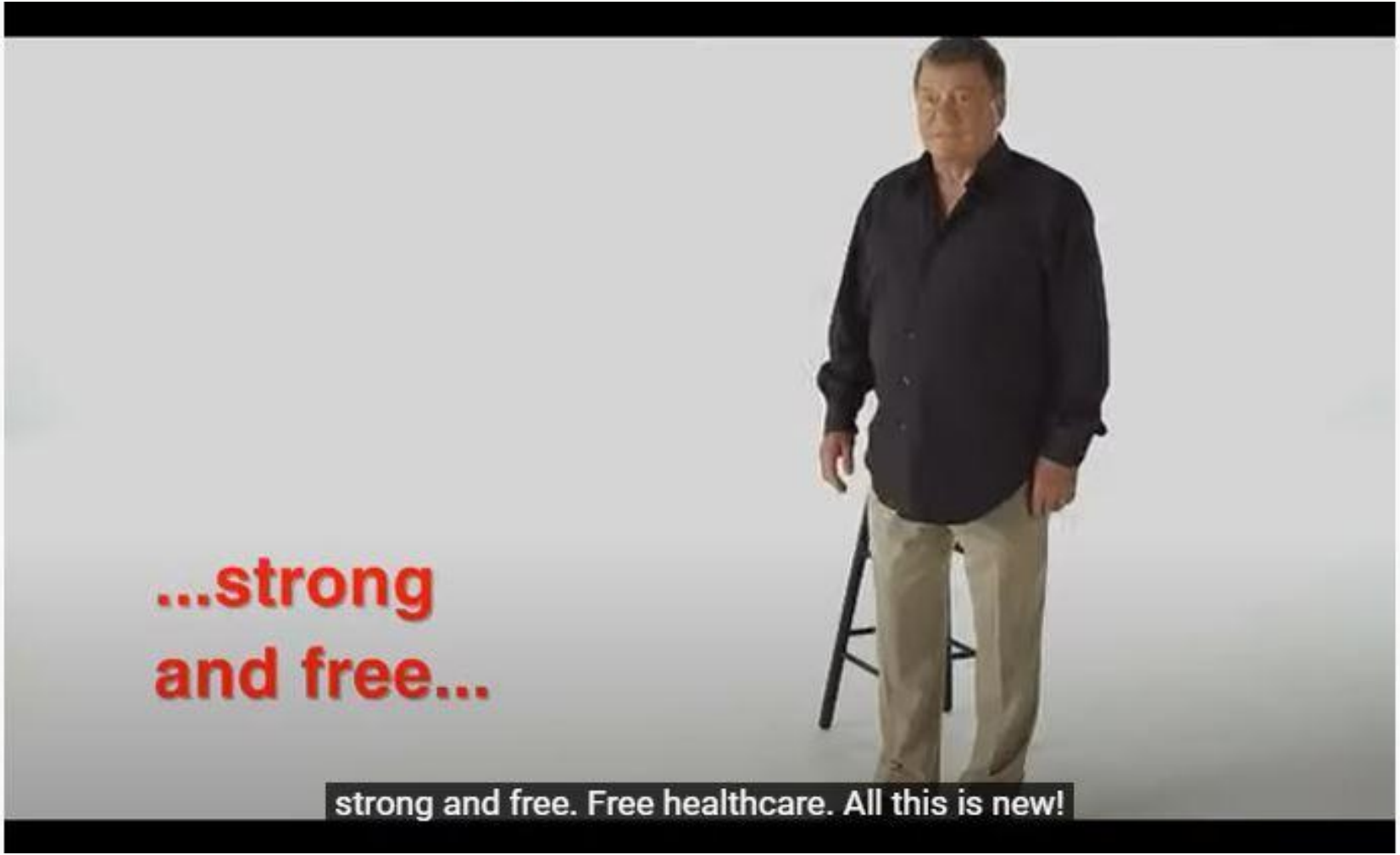
Action & Practice: Analyzing Anthem Videos

- Can be adapted for examining other school routines (e.g. assemblies, reciting pledges)
- Will need lots of modeling and examples (different way of thinking)
- Avoid judgement labels i.e. “good” / “bad” - aim for “interesting” or “noteworthy”

Link to Assignment Outline for Gr.5-6

https://www.youtube.com/watch?v=tRTwPyIzY4A

Our home ON
native land...
ON native land!


...strong
and free...
strong and free. Free healthcare. All this is new!

...glorious
and free...
God keep our land - all gods or no God - glorious and free!

Student Questions

Who made this video?
How does this video complete the sentence?: “Canada is …”
How does the timing / cuts of the video clips coincide with the music?
What is NOT included in this video?

National Anthem Music Videos as Media Texts for Critical Examination

Name:

Every day, we watch a video version of the national anthem.
What media messages are these videos trying to impart?

PART ONE

Pick TWO of the following videos and answer the following questions in the text boxes below.

Video approved for tdsb.on.ca.

REMOVE

#NationalAnthem #OCanada #Canada

O Canada - National Anthem

43,254 views • 28 Feb 2019

682 11 SHARE SAVE ...

Canadian Army
29.1K subscribers

SUBSCRIBE

The Canadian Army stands on guard for thee, from coast to coast.

O Canada by Calixa Lavallée - Performed by the Band of the Ceremonial Guard of the Canadian

https://www.youtube.com/watch?reload=9&v=LLFLEVPcqkY&feature=youtu.be

Video approved for tdsb.on.ca.

#NationalAnthem #OCanada #Canada
O Canada - National Anthem

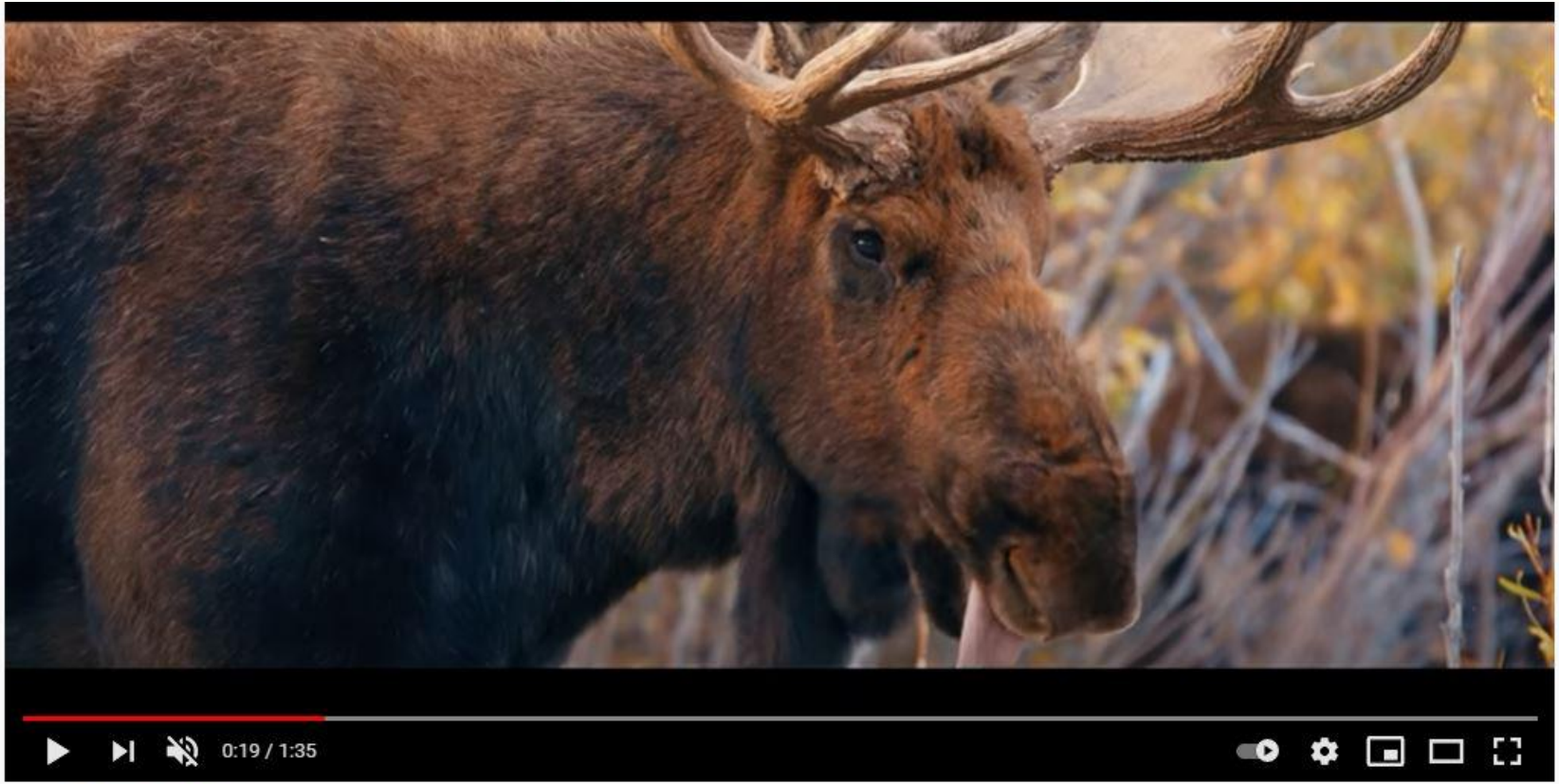
REMOVE

What messages are promoted about the Canadian Army?

Video approved for tdsb.on.ca.

REMOVE

#NationalAnthem #OCanada #Canada
O Canada - National Anthem



Watchable by tdsb.on.ca.

https://www.youtube.com/watch?v=fKwTMci2txI

O Canada - National Anthem of Canada - Tribute to Nature

119,934 views • 6 Aug 2018

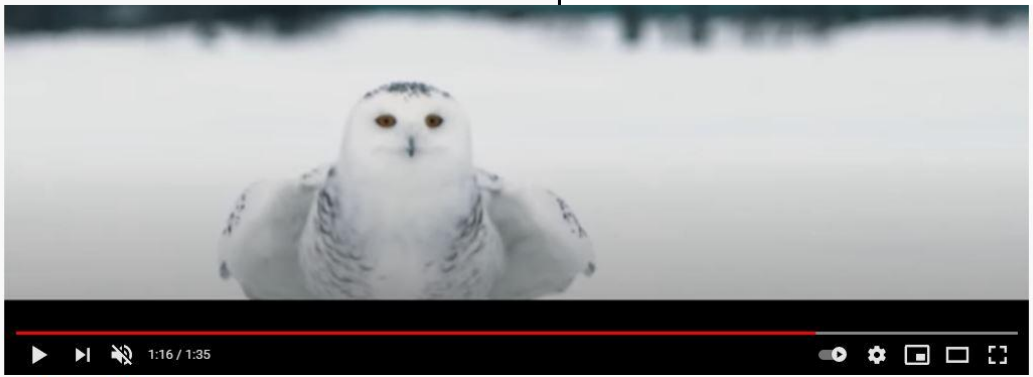
275 5 SHARE SAVE ...

Watchable by tdsb.on.ca.

O Canada - National Anthem of Canada - Tribute to Nature

119,934 views • 6 Aug 2018

Which animals are featured?
Which animals are not featured?
How many of these animals have you seen “in real life”?



Watchable by tdsb.on.ca.

O Canada - National Anthem of Canada - Tribute to Nature

119,934 views • 6 Aug 2018

275 5 SHARE SAVE

Watchable by tdsb.on.ca.

CBC/Radio-Canada is a Canadian public broadcast service. Wikipedia

https://www.youtube.com/watch?v=1jROsqdrLdk

O Canada in 11 different languages

Watchable by tdsb.on.ca.

CBC/Radio-Canada is a Canadian public broadcast service. Wikipedia

O Canada in 11 different languages

Which languages are chosen to be included?

How were they chosen?

Why are some sung individually while others are sung as a group?

Who sings them? What's in the background?

Watchable by tdsb.on.ca.

CBC/Radio-Canada is a Canadian public broadc

O Canada in 11 different languages

Watchable by tdsb.on.ca.

Student Responses

December 2020

Canadian Army Video

This video makes me feel like canada is the best country because the canadian army is super powerful (MH)

Canada is ..." full of soldiers that protect Canada, beautiful rivers, waterfalls, beautiful farms and soldiers saving people from small villages. (LL)

This video shows how much things that the Canadian Army does for Canada other than fighting in wars such as helping people in need like giving water to those who have water shortage and don't have enough water (0:52), helping kids who are hurt and helping people in floods. It also shows some activities that you can do in Canada such as playing hockey, canoeing, watching the Niagara Falls and horseback riding. It also shows how some parts of Canada look, such as Niagara Falls, the Parliament building, St. Louis River, the CN and etc. (ES)

More Student Responses

Canadian Animals / Nature

There are no people or a flag. Also, the lyrics or words are not included. Not all animals were included like a robin. (AI)

This shows that the animals are connected with the music. At the end, it shows that Canada is free when the owl flies away. It is slow and steady so we can see how the owl takes off beautifully. When the song starts, the bears look somewhere and focus like we should do when the song starts. (AI)

O Canada in 11 Different Languages

Canada is full of people from all around the world. Not just people that speak english. Languages that are shown are English, French, Spanish and 8 more languages. Each language is a part of people's identity. This shows that Canadians don't just speak english and french. (AI)

Not all languages are included like cantonese. (HL)

Student Challenge

Find a video on YouTube of Canada's national anthem ("O Canada") that we have not yet used on the announcements. Put the link in the box and answer the questions. A sample is done for you below.

Who made this video?
How does this video complete the sentence?: "Canada is ..."
I think this would be a good video to use because ...

Watchable by tdsb.on.ca.

O Canada - Walk off the Earth (2020)

1,122,081 views • 24 Jun 2020

16K 338 SHARE SAVE ...

https://www.youtube.com/watch?v=mR2KQghqGW8

Do you know about the "ketchup wars"?

https://www.bnnbloomberg.ca/kraft-heinz-says-production-of-its-iconic-condiment-heinz-ketchup-to-return-to-canada-1.1523735

OUR SHARED ANTHEM

Languages from all over the world form one strong Canadian voice. Using data from Statistics Canada, the TSO invited singers to record "O Canada" in the 12 most commonly spoken languages nationwide. Click below to discover our shared anthem.

Share this performance

English

French

Mandarin

Punjabi

"O CANADA"
ENGLISH

O Canada!
Our home and native land!
True patriot love in all of us command.
With glowing hearts we see thee rise

O Canada in ASL

https://www.youtube.com/watch?v=RuSYdxV1ILs

The Nylons O Canada 1989

14,943 views • Nov 1, 2015

77 1 SHARE SAVE ...

A version of O Canada played frequently on Toronto District School Board PA (public address) systems in school.

The Nylons

https://www.youtube.com/watch?v=T0jL0CNuk-w

Canada is supportive of the group even if some are of different race. In The Nylons there are black and white people, but the crowd is still cheering. I remember listening to it in school a long time ago and loving it. It is a fun version of O Canada that I think people would enjoy listening to because it is very catchy and upbeat. Also it still includes both of Canada's national languages. (HL)

O Canada by Sultans of String

It completes the sentence by saying "Canada is a place of peace." (JN)

https://www.youtube.com/watch?v=0_cwkqa14Cg

[Social Media Triangle]

TEXT

What does this interface look like?

How much of the interface is text? Images? White space?

What codes and conventions does this interface use? What formula does it follow?

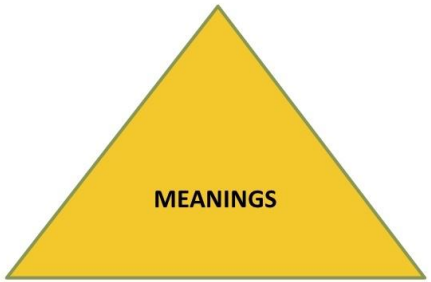
How has this interface changed over time? How are those changes significant?

What is missing from this interface?

What other media intersect with this interface?

How are video/audio/images used in the text?

Whose values are being promoted?



PRODUCTION

Who created this social media site?

For what purpose was it created?

Is the company publicly or privately held?

How does the company collect information about its users?

What does the company do with the information it collects?

How does the company profit from the site?

AUDIENCE

Was this interface created for a specific audience?

Who uses this interface?

For what purpose(s) would it be used?

How is the audience entertained on this site or encouraged to spend time on the site?

What is the cost of using this interface?

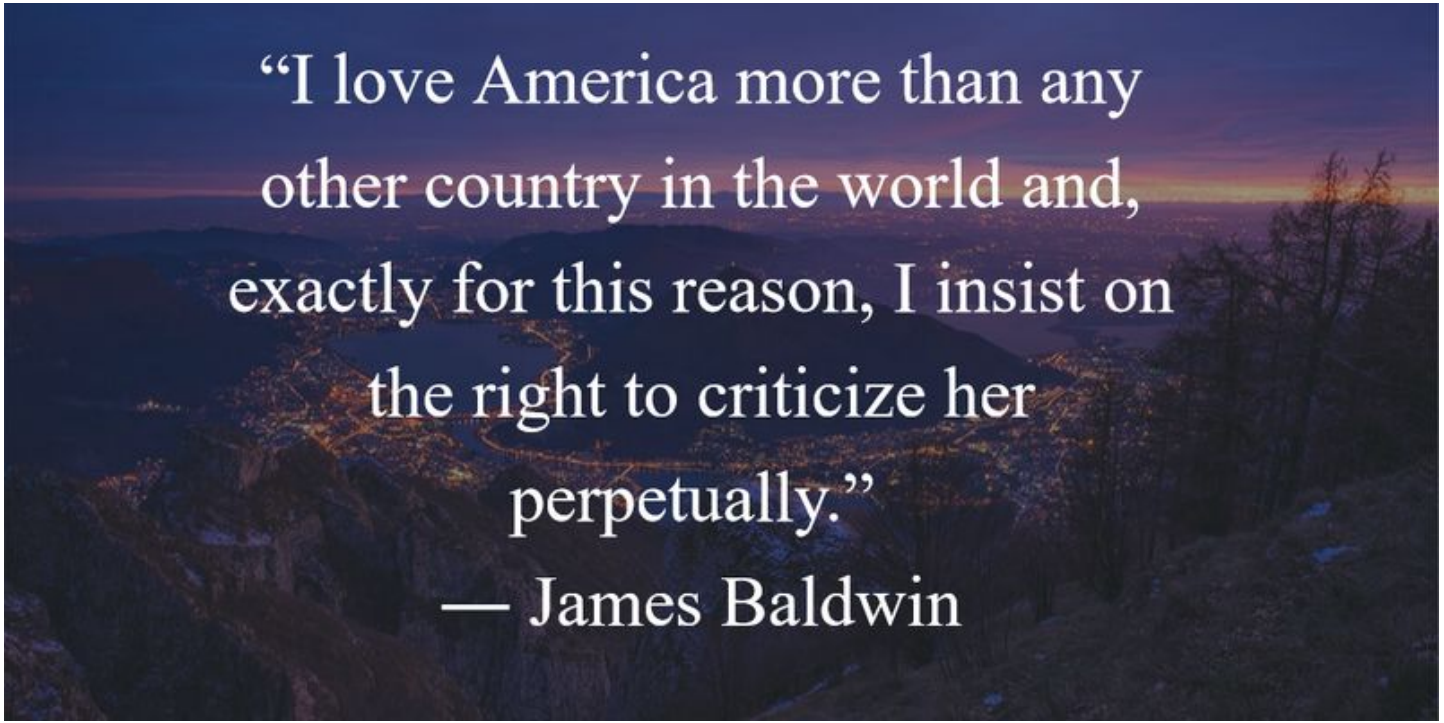
Why do I enjoy using this interface?

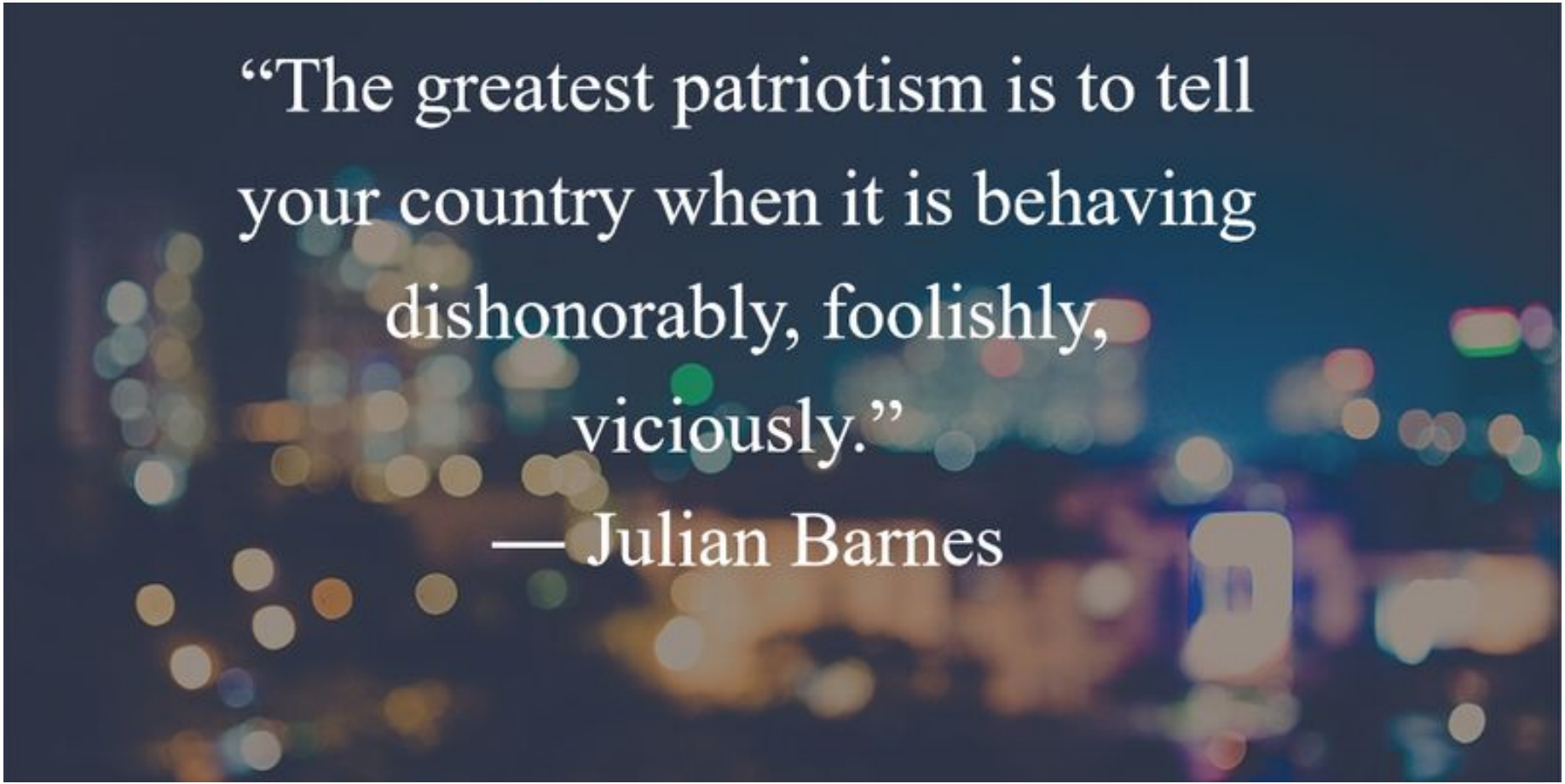
What would I change about the interface?

[aml]
THE ASSOCIATION FOR MEDIA LITERACY

Consolidation: Patriotism Isn't In Jeopardy

Overcome the Disinformation Blitz - It is not a case of "Love it or Leave it"





Critical media literacy is not a threat but a necessity. Remember hegemony.

Quotes from https://www.enkiquotes.com/love-of-country-quotes.html

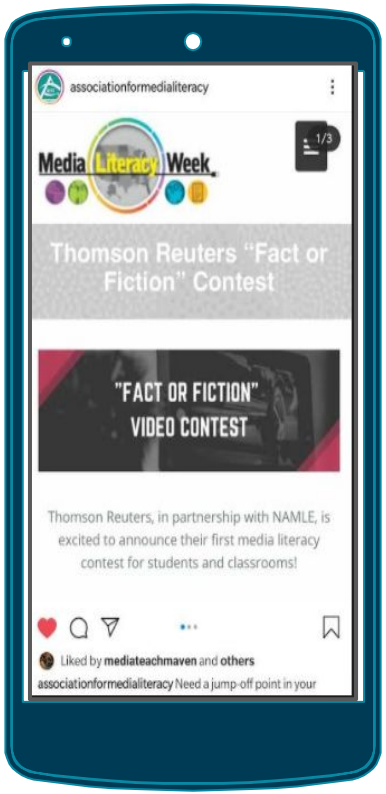
Visit aml.ca

for more Media Literacy ideas

Follow Us On Instagram

@associationformedialiteracy

Follow Us On Twitter

@A_M_L_

@MzMollyTL