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## **“You have to be conscious before you can be “woke.”**

*With a timely guide written for the continuum of content/media-influencers, author addresses identity, narratives, representations, and the need to demonstrate Conscious-Concern© in media*

(Denver, CO)—Black Swan Publications, LLC releases educational publication by media scholar and media-justice advocate, Ava Montgomery. In “**Listen-In! Watch-out! Word-Up! A Guide to Understanding and Developing Conscious Media Literacy Skills**,” Montgomery’s demonstrates astute observations about, and informed analysis of, a range of topics reflected in media discourses.

Inaccurate discourse has been an effective strategy used to marginalize people. “For some populations, media-messaging has always had an aspect of “fake” to it. Both informed and uninformed discourses occupy prominent space in media. Some “news” was historically and is currently made from discourses manipulated for an individual’s, a group’s, or an entity’s gain.

“Particularly when it comes to subjects such as, race, ethnicity, gender and identity, inaccurate messages and misrepresentations are frequently created to marginalized groups of people. Manipulated discourses can subconsciously shape one’s personal beliefs, but they can also result in biased public-opinions, public-policies, and societal interactions. That some media is purposely created to distort a consumer’s perception in ways that are harmful to another or to one’s self, is a reality that many people of color have long been conscious of—as recipients of harm.” Montgomery says.”

She explains that with the advent of various internet platforms which expedite dissemination of inaccurate messaging and misrepresentations world-wide, the reach of an ill-conceived narrative is not only gaining a wider audience; it is reaching that audience in an instant. Using real-world examples in “A Guide”, Montgomery explores how specific communication tools are used as strategies to confuse consumers and create consciously and subconsciously harmful messages.

“Narratives constructed with covert agendas, delivered in everyday media, continue to have undue influence over national and global discourses. Now as ever, the continuum of media engagers can act as a check on harm-doers and purveyors of disinformation.” Montgomery believes that



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conscious media literacy skills can help *all* media-consumers recognize problematic content and better navigate media for personal well-being—particularly media that manipulates perceptions.

She emphasizes, “There is room for everyone to be competently-conscious in their role on the continuum of media engagement. Conscious media sponsors and promoters can use consciousness skills to guide what kind of media they attach their name and reputation to. Conscious-content influencers have a role in ensuring accuracy in narratives and representations from conception to completion. Conscious consumers can use their voices to ensure accountability for messaging from content-creators, sponsors and promoters.”

Toward that goal, “A Guide” includes exclusive tools such as, the Media Consciousness Quadrant© and updated media-related terms and definitions that will elevate media literacy skills for today’s media environment. Montgomery developed the tools to help the continuum of media participants conceptualize what “Conscious-Concern©” for accuracy in narratives and representations can look like. The tools can also help the continuum of media influencers assess if media/content demonstrates willful Conscious-*Unconcern*© for accuracy.

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Ava Montgomery is the founder of, and Chief Considerations Officer (CCO) for Conscious Media Consulting, LLC (CMC, LLC). CMC, LLC was established to provide conscious content advisement as a thought-partner for media/content creators who wish to demonstrate Conscious-Concern© in their media/content. CMC, LLC also provides Conscious Media Literacy professional development training to organizations and groups. CMC, LLC provides free project consultations. Call for more information or visit [www.cmllc.org](http://www.cmllc.org). To purchase the guide visit <http://bit.ly/consciousmedialiteracy>

