

# Canadian Media Literacy

**Grades 4-6**

**Written by Eleanor M. Summers**



#### **About the author:**

Eleanor M. Summers is a retired elementary teacher who continues to be involved at various levels of education. She has written many useful resources to assist teachers with their Language Arts programs.

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Learning Expectations	Print Media	Art/Picture Media	Sound Media	Combination Media	Digital Media
<b>Understanding Concepts</b>					
• Share prior knowledge of various media texts	•	•	•	•	•
• Identify different forms of media and their role in daily life	•	•	•	•	•
• Identify the purposes and intended audiences of various media texts	•		•	•	
• Describe how different audiences might respond to a message in a media text	•		•	•	
• Discover and retell the overt and implied messages in various media texts	•	•	•	•	
• Identify whose point of view is being presented	•		•	•	•
• Identify who creates various media texts and the purpose of their production	•	•	•	•	•
• Become familiar with techniques used to produce specific results in various texts	•	•	•	•	•
<b>Skills of Communication and Critical Thinking</b>					
• Observe with their senses	•	•	•	•	•
• Work co-operatively with others	•	•	•	•	•
• Make predictions and judgments based on the evidence from the media text	•	•	•	•	•
• Distinguish between facts and opinions; make connections to the real world	•	•	•	•	•
• Evaluate the information in various media texts	•	•	•	•	•
• Develop opinions and express personal point of view	•	•	•	•	•
• Identify point of view of others	•	•	•	•	•
• Relate media to personal experiences and knowledge	•	•	•	•	•
• Extend media text message to personal actions and behaviours	•	•	•	•	•
<b>Creativity and Design</b>					
• Create a visual product for a specific topic, purpose, and audience	•	•	•	•	
• Identify an appropriate form for a specific purpose and audience	•	•	•	•	•
• Identify and use techniques for creation of media texts	•	•	•	•	•
• Create and produce age appropriate media texts	•	•	•	•	



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# Introduction

We are subjected to thousands of media images and sounds each day. Most of the time, they flash by us so fast that we barely have time to think about them. In fact, most of these messages are designed to avoid critical thinking on our part. In the past, there was nowhere in our education where we have been taught to critically examine these messages.

The main purpose of this book is to create awareness in young people about these messages around them. These messages often appeal to our emotions and feelings: Are we fearful? Insecure? Judgmental? Once students have acquired the skills to look at media messages critically, they will be better equipped to make decisions about their true value.

## Background Information

Media literacy involves some specific terms such as:

- **Media:** refers to the most commonly known forms of mass communication such as television, radio, newspapers and the internet.
- **Media form:** form used to communicate a message. Forms may be **print** such as magazine, flyer, newspaper or **non-print** such as movie, product packaging, television news.
- **Media text:** the image, sound, text or visual techniques used to communicate a message. Many media texts contain a combination of these techniques while others stand alone to convey their message.
- **Digital media:** electronic devices or cyber situations where we can create and store media texts or interact with other people. Digital media includes digital cameras, computers, cell phones, the internet, social networking websites, and video games.
- **Media literacy:** knowing about the ways that people connect with each other and trying to evaluate the validity of those ways.

## Types of Common Media

Brainstorm with the students to make a list of common forms of media. Some suggestions are:

- |                   |                |                      |
|-------------------|----------------|----------------------|
| • billboards      | • logos        | • podcasts           |
| • books           | • magazines    | • post cards         |
| • brochures       | • maps         | • posters            |
| • bulletin boards | • mail         | • print ads          |
| • cartoons        | • menus        | • radio              |
| • CD's DVD's      | • movies       | • sculptures         |
| • comic books     | • murals       | • signs and symbols  |
| • commercials     | • music        | • social media sites |
| • email           | • music videos | • speeches           |
| • flyers          | • newspapers   | • television         |
| • graffiti        | • packaging    | • videos             |
| • greeting cards  | • paintings    | • video games        |
| • internet        | • photographs  | • websites           |





# NEWSPAPERS

Name: \_\_\_\_\_

## A Short History of Newspapers

Newspapers are believed to have started around the 1400's. Just like books, they were written by hand and took some time to produce. They told stories of famous people and royalty, special events, wars and money. Their stories were very much like the newspapers of today.

The first newspapers in North America were printed in the late 1600's. The government had not yet approved of newspapers and many publishers were jailed for their efforts. About 100 years later there were hundreds of little newspapers around the country. People rallied for newspapers to be continued as they were an important source of information and ideas.

### Features of Newspapers:

- Big bold letters printed in black ink
- Attention grabbing headlines
- Exciting photos often in colour
- Information about our community, our country and the world.
- A variety of sections that provide something for everyone.

Today we can read many newspapers in many languages from all over the globe. Some people prefer to read the paper newspaper while other read their news on the internet.

Visit you local convenience store or newsstand to see what newspaper they offer for sale.

Make a list of the newspapers that are available where you live.

Put a star beside the one that your family would be likely to read.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

Why do you think some people prefer to read their news online? \_\_\_\_\_





## YOUR LOCAL NEWSPAPER

Name: \_\_\_\_\_

A local newspaper gives you a lot of information about your city, town, or rural community. It may report on local news, upcoming events, local sports, political situations, and many other topics that it considers to be of interest to its readers.

Visit your local store, newsstand, or library to get a copy of the local newspaper.

1. Sketch the front page of the newspaper. Include the name of the paper, the date, the headlines, and any pictures.



Look carefully over the newspaper to find the answers to these question.

2. For how many years has this newspaper been published? \_\_\_\_\_
3. How much does this paper cost? \_\_\_\_\_
4. How many pages are contained in this paper? \_\_\_\_\_
5. Who do you think would like this newspaper? \_\_\_\_\_





## YOUR LOCAL NEWSPAPER

Name: \_\_\_\_\_

6. Just like bigger newspapers, local papers contain a great number of different items.

Look carefully through the paper and list as many items as you can find.

- |          |           |
|----------|-----------|
| 1. _____ | 6. _____  |
| 2. _____ | 7. _____  |
| 3. _____ | 8. _____  |
| 4. _____ | 9. _____  |
| 5. _____ | 10. _____ |

Good job! See if you can find two more items for a BONUS!

- |           |           |
|-----------|-----------|
| 11. _____ | 12. _____ |
|-----------|-----------|

7. Select a headline that interests you but does not have a picture to tell about it.

In the space below, write the headline and draw a picture to illustrate the main point of the article.





## HEADLINE COLLAGE

Name: \_\_\_\_\_

In this activity you will be making a collage using headlines from different papers. Think of a theme that interests you: sports teams and events, world news, upcoming events, cooking and recipes, etc.

Look through different newspapers to find headlines that match your theme. Cut out the headlines and use them to make a collage in the space below.

My theme is \_\_\_\_\_





