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## Encouraging Topic Interest

Help students to develop an understanding and appreciation of different media concepts by encouraging them to bring in examples of media to create a class display. You may also wish to conduct and display class surveys on media topics, or to compare students' media preferences.

## Vocabulary List

Students can use the **Media Literacy Vocabulary** blackline master to record new vocabulary or theme-related words. In addition, new and theme-related vocabulary can be listed on chart paper for students to refer to during writing activities. During each new activity, encourage students to suggest words to add to the list. Classify the word list into the categories of nouns, verbs, and adjectives.

## Blackline Masters and Graphic Organizers

Use the blackline masters and graphic organizers in this book as appropriate for the level of your students. These reproducibles

can be used to present information, reinforce important media concepts, and to extend opportunities for learning. The graphic organizers will also help students focus on important ideas, and make direct comparisons.

## Learning Logs

Keeping a learning log is an effective way for students to organize their thoughts and ideas about the social studies concepts presented. Students' learning logs also provide insight on what follow-up activities are needed to review and clarify concepts learned.

Learning logs can include the following types of entries:

- Teacher prompts
- Students' personal reflections
- Questions that arise
- Connections discovered
- Labelled diagrams and pictures

## Rubrics and Checklists

Use the rubrics and checklists in this book to assess students' learning.

# What Is the Internet?

The Internet is made up of computers all around the world. These computers are connected by telephone lines or cables. The Internet lets computers communicate with one another. A computer that has an Internet connection can do two things:

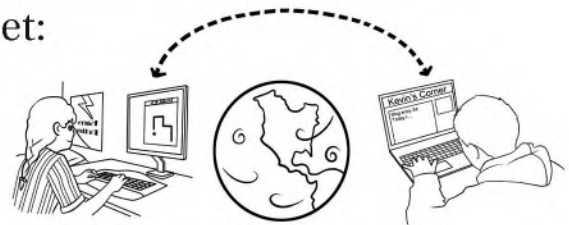
- Send information to other computers that are part of the Internet
- Receive information sent by other computers on the Internet

Not every computer is connected to the Internet. People have to pay money each month to have their computer connected to the Internet.

## How Do People Use the Internet?

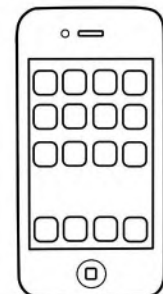
When people go online, they are connected to the Internet. Here are some different ways people use the Internet:

- To learn information from websites
- To play computer games
- To share information and photographs with others
- To send and receive messages such as emails and text messages
- To shop for things



## Cell Phones and the Internet

Some cell phones can connect to the Internet. That means people can receive and send information over the Internet by using a cell phone instead of a computer.





## What Is the Internet?

1. You have probably used a computer at home or at school to look at websites on the Internet. Name two topics that you have learned about by looking at Internet websites.

**Topic 1:** \_\_\_\_\_

**Topic 2:** \_\_\_\_\_

2. If you have a computer with Internet at home, tell two things you use the Internet to do. If you are not connected to the Internet at home, tell two ways that you would like to use the Internet.

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3. People can send an email or a text message to just about any place in the world. There are two other ways people can communicate with someone who is far away. What are these two ways, and which way is faster?

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# What Is Advertising?

Companies make products, such as running shoes, breakfast cereals, and toys. Companies sell products to make money.

To sell a product, companies send out messages to tell people about the product. Telling people about a product is called *advertising*.

## Different Forms of Advertising

You have seen and heard commercials on television and on the radio. Commercials are a form of advertising. Here are some other forms of advertising:

- Magazine ads
- Billboards
- Packages that products come in

## The Purposes of Advertising

Companies advertise products for two reasons:

- To let people know about the product they are selling
- To make people want to buy the product

Lots of companies make the same type of product. For example, Henry's Soup Company makes vegetable soup.

The Tasty Soup Company also makes vegetable soup. Each company wants you to buy their vegetable soup instead of the vegetable soup the other company makes. So each company will use advertising to help sell their soup. Each company's advertising will try to convince you that their soup is better than the soup the other company makes.



# What Is Advertising?



Think about products that you have seen advertised. Choose one food product and one toy or game. Then answer the questions below.

## Food Product



1. What food product did you choose?

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2. What form of advertising told you about this product?

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3. Did the advertising make you want to buy the product? Tell why or why not.

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## Toy or Game



4. What toy or game did you choose?

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5. What form of advertising told you about this product?

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6. Did the advertising make you want to buy the product? Tell why or why not.

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