

Contents

Introduction to Media	2	Rubric 1: Oral Presentation	113
Media Literacy	14	Rubric 2: Brilliant Brochure	114
Purpose, Form, and Audience	22	Rubric 3: Print Advertisement	114
Print Media	36	Rubric 4: Create a Magazine	115
Digital Media	43	Rubric 5: Media Concepts	115
Deconstructing Media Messages	62	Media Literacy Glossary	116
Creating Media Texts	81	Answers to BLM Questions	119
Achievement Awards	112		

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

Record new and theme-related vocabulary on chart paper for students to refer to during media literacy activities. During each new activity, encourage students to suggest words to add to the list.

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.

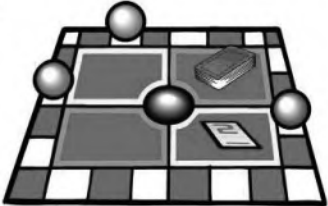
Media Forms


Media texts are created using different forms. For example, if you want to advertise a product, you might use one of the following forms: a television commercial, flyer, poster, or billboard. If you want to tell people about why it is important to protect the environment, you might communicate your message using one of these forms: a book, magazine article, brochure, speech, documentary film, poster, video, or song.

Conventions of Media Forms

You can think about conventions as features or characteristics that are usually part of a certain media form. For example, most novels are written in chapters. Chapters are a convention of the media form of a novel. Cartoons show dialogue inside speech bubbles. Speech bubbles are a convention of cartoons. Here are some examples of conventions of a few media forms:



Media Form	Common Conventions of the Form
Board game 	<ul style="list-style-type: none"> • There is a playing piece for each player. • There is a board with spaces. The playing pieces move from space to space.

continued next page 



Media Forms

1. a) Nicola just came back from an amazing trip to Africa. Each day, she wrote in a journal about what she did and saw. Nicola also took many photographs and lots of videos. Now she wants to share her experiences with others. List at least three different media forms she could use.

- b) Look at the media forms you listed above. Which form would do the best job of communicating to others information about Nicola's trip? Justify why the form you choose would be better than the others you listed.

2. A television game show is a media form. List at least three conventions that are seen on many television game shows.

3. A wall calendar is a media form. List at least four conventions seen on most wall calendars.

Persuasive Techniques

Media texts often have the purpose of persuading us to do something, to agree with an opinion, or both. Here are two examples:

Media Form	Message	Persuasion
Television commercial	Our new dish soap works even better than our old dish soap.	Do something: Buy the new dish soap.
Radio public service announcement	Getting enough exercise is important to your health.	Do something: Get more exercise.

Here are just a few of the ways, or techniques, that media creators use to persuade us:

Present only some of the facts: Facts are great, but is the media text giving you all the facts? A print ad for Soapy laundry detergent may tell you that it is not as expensive as Super Clean detergent, and it may be true. It may also be true that Super Clean works much better than Soapy—but of course the ad does not tell you that.

Present a testimonial: A testimonial is when someone says, “I have used this product and I just love it!” The person who says this may be an actor who was paid to make the commercial. That person may never even have tried the product. Sometimes famous people are paid to do a testimonial.

Trust me! I love this product!



continued next page 