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Media Literacy - Understanding Media Texts and Forms

Help students understand media texts, understand media forms and techniques, and create media texts. These activities help young learners to understand media texts; understand media forms and techniques; create media texts. The lessons create the opportunity to study forms of media and discuss how it impacts their lives. Once students have acquired the skills to look at media images critically, they will be better equipped to make decisions about the true value of the messages.

Young children need the opportunity to study forms of media and discuss how it impacts their lives. These messages can influence the ideas and reasoning of young minds. Once students have acquired the skills to look at media images critically, they will be better equipped to make decisions about the true value of the messages.

Introduction Includes:

- Meeting the Common Core State Standards
- At A Glance™ - List of Learning Expectations and Skills Covered
- Introduction
- Background Information
 - What is media, media form, media text, and media literacy?
 - Types of Media Teacher Assessment Rubric
- How to Use This Resource
- Letter to Parents

I. Understanding Media Texts

- Activity 1 Introducing Media Forms
- Activity 2 Purpose and Audience
- Activity 3 Interpreting Messages
- Activity 4 Responding to and Evaluating Texts
- Activity 5 Audience Response
- Activity 6 Point of View
- Activity 7 Media Purposes

II. Understanding Media Forms and Techniques

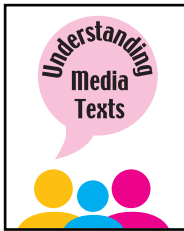
- Activity 1 Elements of Media Form
- Activity 2 Techniques in Media Forms

III. Creating Media Texts

- Activity 1 Specific Purpose and Audience
- Activity 2 Appropriate Forms of Media Texts
- Activity 3 Making a Media Text
- Activity 4 Reflecting on a Media Text

Additional Activities:

- Language Arts – 9 ideas and activities
- Visual Arts, Music, Drama - 10 ideas and activities
- Memory Game Cards for - playing a matching game



Activity #1 - Introducing Media Forms

Goal: to assess students' background knowledge and to have students identify examples of simple media text.

Teacher Suggestions

Page Reference

1. Prior to beginning the unit on Media Literacy:
 - Send home the letter to parents informing them of the unit. 7
 - Set up a small class display/bulletin board to show examples of print media. 9-10
Add to the display as the unit progresses. Use word cards to match up to concrete objects.
2. **Beginning the Unit:**
 - Introduce the term "media" and explain that we use media forms to send messages to each other. Ask students to identify print media objects on display. Place word cards with appropriate objects. Discuss words on remaining cards and ask students to bring in examples to add to the display.
3. Explain that there are other forms of media other than print. Use the word/picture cards to illustrate this point. Display cards or use on a chart. 10-14
4. Review the recognition of media forms by making a game of matching the words and the pictures.
5. **Optional Activities:**
 - i) The Word Search puzzle will provide further reinforcement of vocabulary skills. 15
 - ii) Can You Find Me? visual discrimination: hidden pictures of media forms 16
 - iii) Media Match: vocabulary and picture match: make one (or more) sets of 17-18
vocabulary cards and media pictures for an activity for language learning center.

Word Cards For Media Print Display

Understanding
Media
Texts



book

**comic
book**

flyer

**greeting
card**

magazine

logo

mail

newspaper

**post
card**

sign

bulletin board



CD's



DVD's



videos



TV commercial



painting



photos



radio

Picture/Word Cards For Non Print Media

Understanding
Media
Texts



TV show



movie in a theater



video game



logo

Word Search - Media Forms

Understanding
Media
Texts



Name: _____

Look for these words in the puzzle. When you find a word, draw a circle around it.

Words to find:

books

CD

flyer

logo

mail

movie

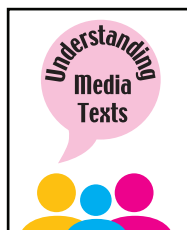
photos

radio

sign

television

q	w	e	r	t	y	u	i	C	D
p	o	m	p	a	s	d	r	f	g
h	j	a	k	m	l	z	a	x	c
o	v	i	b	o	n	m	d	l	q
t	e	l	e	v	i	s	i	o	n
o	w	e	r	i	t	i	o	g	y
s	u	i	p	e	z	g	x	o	c
v	b	n	m	p	y	n	t	r	e
w	b	o	o	k	s	q	a	s	d
f	g	h	j	k	f	l	y	e	r



Can You Find Me? Media Forms

Name: _____

Look for these media forms hidden in the picture. Color the object when you find it.

book



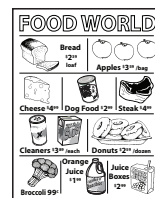
CD



television



logo ToysRUS®



mail



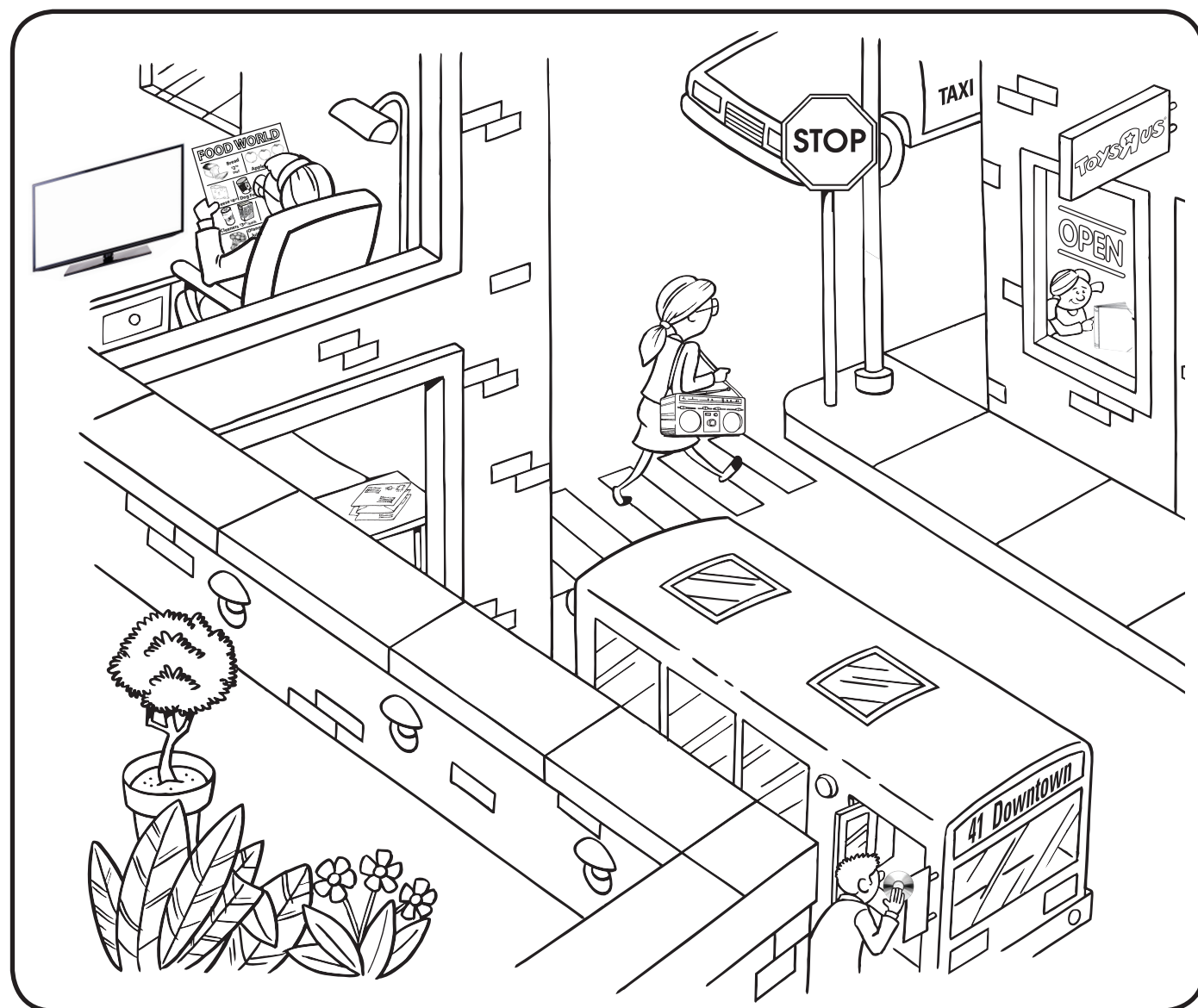
radio



stop sign



food flyer



Media Match

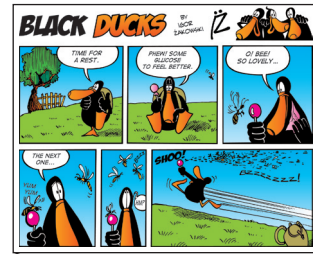
Understanding
Media
Texts



book



comic book



flyer



greeting card



magazine



logo





Media Match

mail



newspaper



post card



sign



bulletin board



website

