**Media Literacy**

**Objective**

\*Define Media Literacy

\*Introduce and apply critical thinking skills to media messages

**Materials**

\*Smart board

**Time:** One 30 minute class period

**Key Vocabulary**

\***Media:** means of communication, such as radio, television, newspapers, magazines and internet.

\***Media literacy:** the ability to access, analyze, evaluate, and create media.

**Lesson Steps:**

1. Begin the lesson by having students brainstorm a list of places that communicates information to them.

2. Introduce students to the definition of media.

3. Watch: “The Importance of Media Literacy”

\* <https://youtu.be/ZaMzYDe0taY>

4. Explain to students that they there are 5 key questions to ask when analyzing and evaluating information they receive from media:

\* Who created this message?

\* What creative techniques are used to attract my attention?

\* How might different people understand this message differently than me?

\* What lifestyles, values and points of view are represented in; or omitted from this message?

\* Why is this message being sent?

5. Watch: “Wheatabix Chocolate Spoonsize Commercial”

\* <https://youtu.be/3LsPPebYmFM>

6. As a class apply the 5 Key questions to this ad.

7. As a class make a list of nutrition facts they learned about the product from this ad (none).

**Conclusion:**

Have students summarize the definition and need for media literacy. Have students restate the 5 key questions they should use when analyzing media messages.