

What is Media?



Ages 10 - 14

Lesson Overview:

In this lesson, students will discuss media, types of media and the purpose of media. Students will then discuss their media consumption habits with one another.

Learning Outcomes:

Students will:

- be able to define media
- be able to explain different types of media and their purpose
- become familiar with their media consumption habits

Materials:

- Flipchart
- Markers
- Computer
- Projector
- Printed copies of W5 Chart: The Media (one per learner)
- Printed copies of Think-Pair-Share: The Media (one per learner)

Lesson

Activating Discussion:

Set up 4 stations with flip-charts and markers. Divide the larger group into 4 smaller groups, have the groups rotate through each station. Once all groups have rotated through, have each group share an answer for each question.

- What is media?
- What are some examples of media that you are exposed to each day?
- What do you feel is the purpose of media?
- How does media influence your food choices?

Learning Plan:

1. Why is it important to talk about the media? Media is used to inform, educate, entertain, sell products or services. According to Statistics Canada, today's youth are unlike any generation before as they are more connected and socially engaged than ever before. Nearly 100% of youth aged 15 to 30 use the internet on a daily basis or own their own smartphone. 77% of

youth aged 15 to 30 use the internet to follow news and current affairs. 93% of youth aged 15 to 30 use social networking sites. (Statistics Canada., 2019, A portrait of Canadian youth. Retrieved from: <https://www150.statcan.gc.ca/n1/pub/11-631-x/11-631-x2019003-eng.htm>)

- Ask students to raise their hand if they use the internet daily
 - Ask students to raise their hand if they have their own smartphone
 - Ask students to raise their hand if they use the internet or social media to follow the news
 - Ask students to raise their hand if they use social networking sites/apps
2. Show the following graph and explain that youth use social media more than any other age group in Canada: <https://www150.statcan.gc.ca/n1/pub/11-631-x/2019003/c-g11-eng.png>
 3. Use the following videos to explain what media is:
 - <https://www.youtube.com/watch?v=t0gSdcUHoMk>
 - <https://www.youtube.com/watch?v=tgiae3lySuw>
 - <https://www.youtube.com/watch?v=Emz8NSMmxQ4>
 - <https://www.youtube.com/watch?v=03XQI5yBVJA&t=9s>

Activity Options:

Option 1: W5 Chart

In pairs or small groups, have students complete the W5 (Who, what, when, where, why, how?) chart on media using the information that was previously discussed in the lesson.

Option 2: Think-Pair-Share

In pairs, have students discuss and take notes on the following questions. How much time do you spend online? What sources of media do you consume/use? What apps do you use? Social media apps? Does your device have a screen time app? Have you ever looked at it? Daily average consumption?

Appendices:

- W5 Chart: The Media
- Think-Pair-Share: The Media