



LESSON OF THE MONTH:

WHAT ARE THEY TRYING TO TELL US?

TITLE: WHAT ARE THEY TRYING TO TELL US?

CONTENT AREA:

Language Arts

GRADE LEVEL:

Middle School

STANDARDS:

English/Language Arts

- Students apply knowledge of language structure, language conventions (e.g., spelling and punctuation), media techniques, figurative language, and genre to create, critique, and discuss print and non-print texts.
- Students use a variety of technological and information resources (e.g., libraries, databases, computer networks, video) to gather and synthesize information and to create and communicate knowledge.

PURPOSE:

The students will analyze and identify the various tools of media used to communicate a message.

LENGTH OF TIME:

30 minutes

MATERIALS:

Student Sheet, Resource Sheet, computer with internet, four examples of media tools, white or chalk board.



Fast Facts

Media: is the use of one or more medium for which ideas can be transmitted to communicate a message. This message is one that is intended to be understood by the selected target audience.

The purpose of media is either to convey, advocate, advertise, or entertain a mass audience. This is primarily done through the use of appeal or influence.

Examples of media: radio, television, magazines and newspapers.

WHOLE GROUP:

1. Explain the definition and purpose of media using the information in Fast Facts.
2. Using the Resource Sheet, discuss some tools of media with the students. Write the definitions on the board.
3. Ask the students to share examples they have seen or heard for each media tool and record their responses on the board.
4. Divide the class into small groups and pass out a copy of the Student Sheet to each group.
5. Review the directions for the activity. Students will be analyzing an example from each of the media tools that was previously discussed.



Note to Teacher:

- Check to make sure website links work before delivering the lesson. Other examples of media tools may be used in place of the examples provided.
- When students are completing question one on the Student Sheet they will be choosing from one of the media types listed on the Resource Sheet.

6. Show the whole class an example of radio broadcasting using the link provided on the Resource Sheet. As a class, discuss and analyze this media tool using the questions on the Student Sheet.
7. Continue to show the examples of the remaining media tools and have the students complete the Student Sheet with their small groups.
8. Conclude that technology and communication work in conjunction with one another in our daily lives.

FOLLOW-UP QUESTIONS:

1. Why is the use of media important in today's society?
2. What are some different media tools used today?
3. What are the advantages for using one type of media over another?

EXTENSION ACTIVITIES:

1. Ask groups to create their own commercial, poster, advertisement, etc. that conveys a specific message. Once groups finish creating their media tool, have them share it with the class. Ask the rest of the class to identify the message being conveyed in the media tool.
2. Ask groups to select one of the examples from the activity and describe how they might improve it so the idea being conveyed is more apparent, but still be appealing. Have the groups share their suggestions.

STUDENT SHEET:

What is the Message?

Directions: Fill in the blanks below based on your group's analysis of each media tool. For question two, write complete sentences describing the message being conveyed.

Example #1

1. Type of Media Being Used: _____
2. The Message: _____

3. Was this media effective? _____

Example #2

1. Type of Media Being Used: _____
2. The Message: _____

3. Was this media effective? _____

Example #3

1. Type of Media Being Used: _____
2. The Message: _____

3. Was this media effective? _____

Example #4

1. Type of Media Being Used: _____
2. The Message: _____

3. Was this media effective? _____

RESOURCE SHEET:

Definitions

Radio Broadcasting is a way to transmit such things as commercials and advertisements through amplitude modulation (AM), frequency modulation (FM), digital radio and satellite to a wide audience. All methods of distributed material are without the use of direct visual content.

(Example: <http://www.youtube.com/watch?v=kWqG4ANTOyY&feature=related>)

Digital Design is a process of manipulating images and using art-based technologies to create an image to express an idea. This is done through the alteration of various elements such as shapes, colors and images.

(Example <http://www.photofurl.com/wp-content/uploads/2010/05/3d-fantasy-digital-graphic-art-wallpaper.jpg>)

Music/Sound is a form of art that utilizes vocal and/or instruments components to produce a sound that communicates ideas or emotion. The use of tone, rhythm, melody and harmony is important in achieving many of the desired results.

(Example: <http://www.youtube.com/watch?v=rkPcapsTM1c>)

Video Production is the process of capturing and editing one or multiple recordings of moving images to produce a finalized video conveying a message. The finalized video can incorporate many other types of media and is generally made for television distribution.

(Example: <http://www.youtube.com/watch?v=ZV-rna2duXE>)