

### Grade 6 Sample Lesson Plan Media Literacy

#### SOLs

• Recognize the persuasive tactics used by various types of media.

#### **Objectives/Goals**

- Students will identify the different purposes found in advertising
- Students will recognize the persuasive tactics used by various types of media.
- Students will demonstrate persuasive tactics and propaganda techniques used by advertisers.

#### **Materials**

- Cereal or Cracker boxes (1 per student for the entire class)
- Construction paper
- Glue
- Markers and colored pencils
- Painter's tape
- Media Messages ppt
- Media Literacy-Handout
- Cereal/Toy Media Literacy Project Planner-Handout
- Cereal/Toy Media Literacy Project Rubric-Handout
- Cereal/Toy Invention Media Literacy Presentation Speech Planner-Handout
- Cereal/Toy Invention Media Literacy Display Rounds-Handout

#### Procedure

*Step 1* Group Discussion (10 minutes)

**Essential Questions:** 

What is Media?

- 1. Open *Media Messages PPT* and have Slide #1 on the projector screen as the students walk into class.
- 2. Pass out the *Media Literacy Handout* to all students

- 3. Explain to the students they will learn to decode secrets and tricks of advertisers.
- 4. Slide #2-On the students *Media Literacy Handout* review the definition of media
- 5. Pair students up in groups of 3-4 and have them make a list of different forms of media on their *Media Literacy Handout*.

6. Students will fill out the different types of media in their *Media Literacy Handout*.

Watch/View:	Listen:	Print(Read):
YouTube Hula Netflix Commercials Movies	Podcasts Radio Audio Books <sup>Soundcloud</sup>	Magazines Newspapers Online newspapers/articles Flyers Ads

7. Class discussion: Students will share out their answers with the class for the different types of media.

#### Step 2 Media Messages PPT (40 mins)

- 1. Slide #3 Students will fill in the definition of media literacy on *Media Literacy Handout*.
- 2. Slide #4 Discuss 5 Essential Media Literacy Questions for Kids. Students will fill in the blanks.
- 3. Slide #5 Show Brainpop (5:46 min)
   https://www.brainpop.com/english/studyandreadingskills/medialiteracy
- 4. Slide #6 Review Key Points from Brainpop.
  - Product Placement-inside movies and shows
  - Scientific claims or statistics
  - Connecting products with celebrities or cute mascots
  - Sensationalism (stories in your news feed)

- Social media
- Data tracking by companies
- Learn to read the messages, that is what media literacy is all about
- 5. Slide #7 What is the Purpose? Motive? Agenda?

6. Slide #8 What is the Purpose? Use the acronym P.I.E.C.E.S P=Persuade, I=Inform, E=Entertain, C=Call to action, E=Educate, S=Shock

7. Slide #9 Show YouTube Video: Charlie Bit My Finger Video (0:56 seconds) . Have the students guess the purpose of the video?

*8.* Slide #10 The main purpose of the YouTube video, Charlie Bit My Finger Video was to entertain.

*9.* Slide #11 Show YouTube Video (30 seconds), Nicotine & Vaping | Don't Get Hacked | The Real Cost. Have the students guess the purpose of the video.

*10.* Slide #12 The YouTube Video, Nicotine & Vaping | Don't Get Hacked | The Real Cost was made to educate, inform and persuade.

11. Slide #13 Show YouTube Video, NHTSA Distracted Driving-Texting (0:32 secs). Have the students guess the purpose of the video.

12. Slide #14 The purpose of the YouTube Video, NHTSA Distracted Driving-Texting was to shock. The secondary purpose is to educate, inform, persuade and call to action.

13. Slide #15 Techniques used in advertisements used to influence.

- **Sounds** sound effects, music, dialogue, catchy songs.
- Movement: Actions and actors
- **Graphics**: images and pictures
- **Colors**: Bright or Dull

14. Slide #16 Propaganda Messages in Advertisements

- Spreading of information to help or hurt a cause
- Appeals to emotions rather than intellect
- Telling only one side you want people to know

*15.* Slide #17 Students will take vocabulary notes on their *Media Literacy Handout.* 

An example of a propaganda message in advertising is a term called "Glittering Generality." This is used both in politics and advertisements. Examples: Donald Trump's campaign, "Make America Great Again" or Barack Obama's campaign, "Change We Can Believe In." Both of these examples are a vague statement that appeals to positive emotions but are not informative enough to take action. Examples:

- Nike : "Find Your Greatness"
- Starbucks: "The best coffee for the best YOU".
- McDonalds: Creamy, Dreamy, Icy, Chocolatey
- Gatorade: "Action Wins"
- Ford: "Built Ford Tough"

*16.* Slide #18 Name Calling/Trash Talking another product or person. Examples:

- Kool Cigarettes "Utter Fool"
- Trump "Con Man" or Barack "Misleader"
- 17. Slide #19 Repetition-Repeated words or phrases and or repeated visuals Examples:

Vitamin water-repeated visual media Coca Cola-repeated visual media Target-repeated visual media IPhone-repeated visual media

18. Slide #20 Bandwagon-Appeal to be part of the group

Examples:

McDonald's - "99 Milion Served"

Tasty Flake Cereal- "Tasty Flake Breakfast Cereal, Everyone is enjoying it!" Nike- "Success for the successful"

19. Slide #21 Testimonial-A person's written or spoken statement extolling the virtue of a product or brand

Examples: Diet Coke-Taylor Swift (pop star) Subway-Michael Phelps (athlete) Nutrisystem-actress/actor ProActive Acne Treatment-Justin Bieber (pop star) Pepsi-Beyonce (pop star)

*20.* Slide #22 To summarize, there are many propaganda techniques used in advertising: Glittering generality, name calling, repetition, bandwagon, testimonials

*21.* Slide #23 Have the students guess the propaganda and techniques used on the cereal box. The word bank is on the right hand side in the white box.

22. Slide #24 Identifies all the cereal box advertising propaganda and techniques

#### Step 3 Cereal/Toy Invention Project Planner

- 1. Students will start to plan their own advertisement either creating a cereal brand or toy invention. Students will use the, Cereal/Toy Media Literacy Project Rubric and Cereal/Toy Media Literacy Project Planner to plan their project.
- 2. Once the students have sketched out their plan on a blank piece of paper or on the *Cereal/Toy Media Literacy Project Planner* they are ready to start their project.

#### Step 4 Class Presentations

- 1. Students will plan their advertising speech for the cereal/toy product using the, *Cereal/Toy Invention Media Literacy Presentation Speech Planner*.
- 2. Students will present their cereal/toy ads to their classmates. At the end of each presentation the classmates will try to guess the techniques and propaganda messages used by their classmates

#### Step 5 Optional: Cereal/Toy Invention Display

- 1. The students will set their cereal/toy invention display on their desk. Each student will be given a number (painters tape to write a number) and will display it next to their cereal/toy invention.
- 2. Using the, *Cereal/Toy Invention Media Literacy Display Rounds-Handout* Students rotate around the room and try to guess the different advertising propaganda and techniques of their classmates using the, *Cereal/Toy Invention Media Literacy Display Rounds-Handout*.

#### **Assessment Idea**

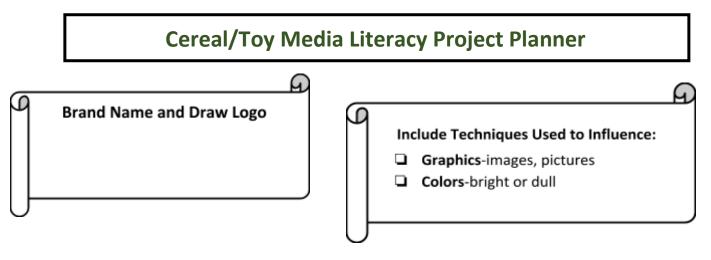
- *Media Messages ppt* (Guess the purpose of the advertisement?)
- Cereal/Toy Media Literacy Project Rubric
- Cereal/Toy Invention Media Literacy Presentation Speech Planner
- Cereal/Toy Invention Media Literacy Display Rounds

#### References

• <u>https://www.brainpop.com/english/studyandreadingskills/medialiteracy/</u>

Kimberly Ohara, Ocean View High School

Cerea	Cereal/Toy Media Literacy Project Rubric			
Create a cereal or toy i	Create a cereal or toy invention			
Criteria			Points	
Brand Name and Logo for Cereal or Toy Invention	Includes a brand name and logo for cereal or toy invention.	Includes a brand name and logo for cereal or toy invention.		
Mascot	Includes a mascot	Does not include a mascot		
Cereal or Toy Invention Name	Includes a cereal or toy name	Does not include a cereal or toy name		
Target Audience Children	The target audience is children.	The target audience is not children.		
Techniques in Advertising: Graphics Colors Sounds Movement	Includes two techniques used in advertising.	Does not include two techniques used in advertising		
<ul> <li>Propaganda</li> <li>Technique:</li> <li>Glitter</li> <li>Generality</li> <li>Testimonial</li> <li>Name Calling</li> <li>Repetition</li> <li>Bandwagon</li> </ul>	Includes one propaganda Techniques.	Does not include a propaganda technique		



Name of the Cereal or Toy:

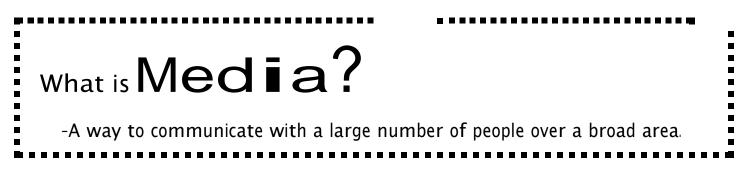
**Sketch Your Mascot:** 

□ Includes One Propaganda Techniques- Draw or Write Out Above

Cereal/Toy Invention Media Literacy Presentation Speech Planner		
Introduction	Catchy song, jingle and/or hook that appeals to children.	
Message #1	Why should one buy your product?	
Message #2	What does this product/toy offer?	
Message #3	Catchy slogan or phrase summarizing your product	

Cereal/Toy Invention Media Literacy Display Rounds			
Advertising Techniques: ★ Sounds ★ Movement ★ Graphics ★ Colors	Advertising Propaganda Techniques: ★ Glittering generality ★ Name Calling ★ Repetition ★ Bandwagon ★ Testimonial		
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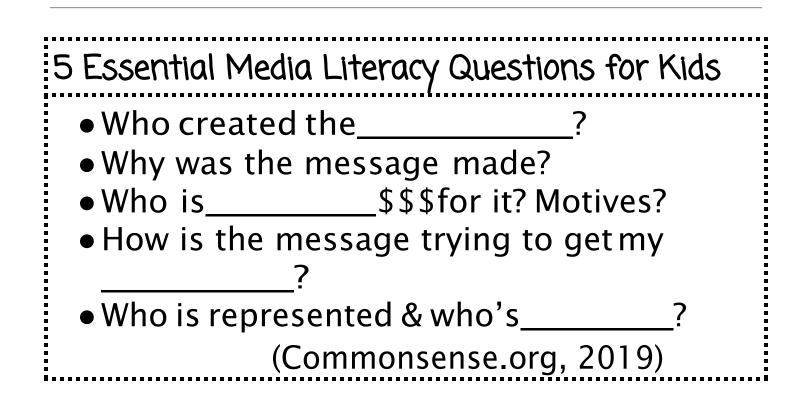
Name:



List below as many different types media you can think of:view/watch, listen & read.

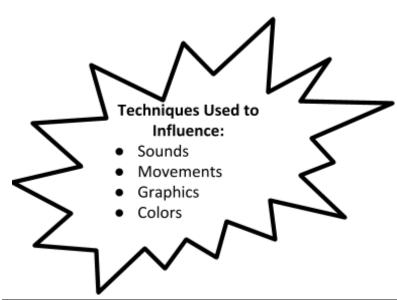
View/Watch	Listen	Print (Read)

# What is Media Literacy?



## Media Literacy

Purpose? PIECES					
₽ersuade -Get you to buy or do something	<u>Inform</u> -Give facts about something	Entertain -Provide amusement or enjoyment	<u>Call to action</u> -To get a consumer to perform a specific behavior. "Click here to buy"	Educate -To give information in a specific discipline	Shock -A sudden surprise event or experience a sudden upset



propaganda advertising tactics		
Glittering Generality		
Repetition		
Name Calling		
Bandwagon		
Testimonial		