

Lesson Skill: Media literacy applied

Strand Communication: Speaking, Listening, Media Literacy

SOL 4.2, 4.3

5.2, 5.3

Materials

- Colored paper, scissors, glue
- Examples of media that are auditory, visual, and written
- Computer access
- Résumé samples and résumé template

Lesson

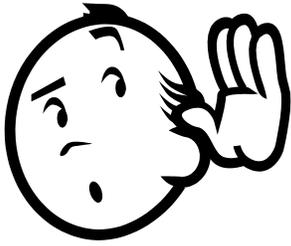
1. Display examples of media that are
 - auditory (e.g., music, radio, podcast, speech)
 - visual (e.g., television, video/DVD, Web sites)
 - written (e.g., newspapers, magazines, newsletters, books, ads, blogs).
2. Ask students what experience and/or knowledge they have with various forms of media, and provide time for a brief informal class discussion. As an extension of the conversation, explain that there are many kinds of media that fall into three main categories—print, oral, and electronic—and that they all strive to serve a purpose, such as to persuade, inform, entertain, or a combination. Talk about how many of these forms of media are used to gather information.
3. To reinforce understanding of the auditory, visual, and written types of media, help students create a three-flap organizer. Using a colored piece of paper, have students fold the paper vertically and leave a three-inch tab at the bottom; fold the paper across the top into three equal parts; cut on the fold lines and create three headings (Auditory, Visual, Written); and glue headings at the bottom. Students should write examples of each type under the correct flap.
4. Explain to students that they are going to complete a project using many of the types of media that have been discussed. Students will create a résumé of a person important to Virginia history and present the resume to the class.
5. Discuss résumés and how they are needed to apply for most jobs. A résumé uses clear and concise language to state a person’s accomplishments and background. It also shows that the jobseeker has the right experience and education for the job and show a clear sense of career purpose. Students should begin by brainstorming all the things they think a résumé should include. Some examples would be work experience, skills, awards, honors, education, and military experience. Display examples of résumés and discuss their parts (sections). Teachers may also show students their own résumés for further understanding. Explain that students will use various types of media to find the information needed to complete a résumé for their historical figure.

6. Students choose a person important to Virginia history who correlates to the *Virginia Studies Standards of Learning*. Students then access media (i.e. the computer lab) to gather information about their topic. Information must be gained from at least one auditory type of media, one visual type of media, and one written type of media.
7. Student fill out a prepared template of a résumé of the media information they found and present their résumé to the class as the rest of the class listens to the presentations and tries to determine the name of the historical figure based on the résumé information presented.

Strategies for Differentiation

- Ask students how we receive information, and brainstorm answers as a class. Record their responses on chart paper or overhead. Together, sort the ideas into categories, and have students determine headings.
- Provide real-life examples of information that we use daily (e.g., weather, movie times, research for a school project, completing an Internet search for a specific song, price search), and have students use media resources to locate them.
- Have the media specialist identify examples of media literacy for students.
- Provide a list of historic figures from which students may choose.
- Create a graphic organizer to use in developing a resume.
- Assign groups a specific type of media to research and to present examples to the class.
- Show video and/or podcast. Have students identify the purpose of the media and the intended audience.

Types of Media Messages



Auditory



Visual



Written

Books	Includes text	Television
Music	Web-based materials	
Speeches	Newspapers	
Can be viewed	Radio	
Video	Magazines	
Advertising	Can be heard	