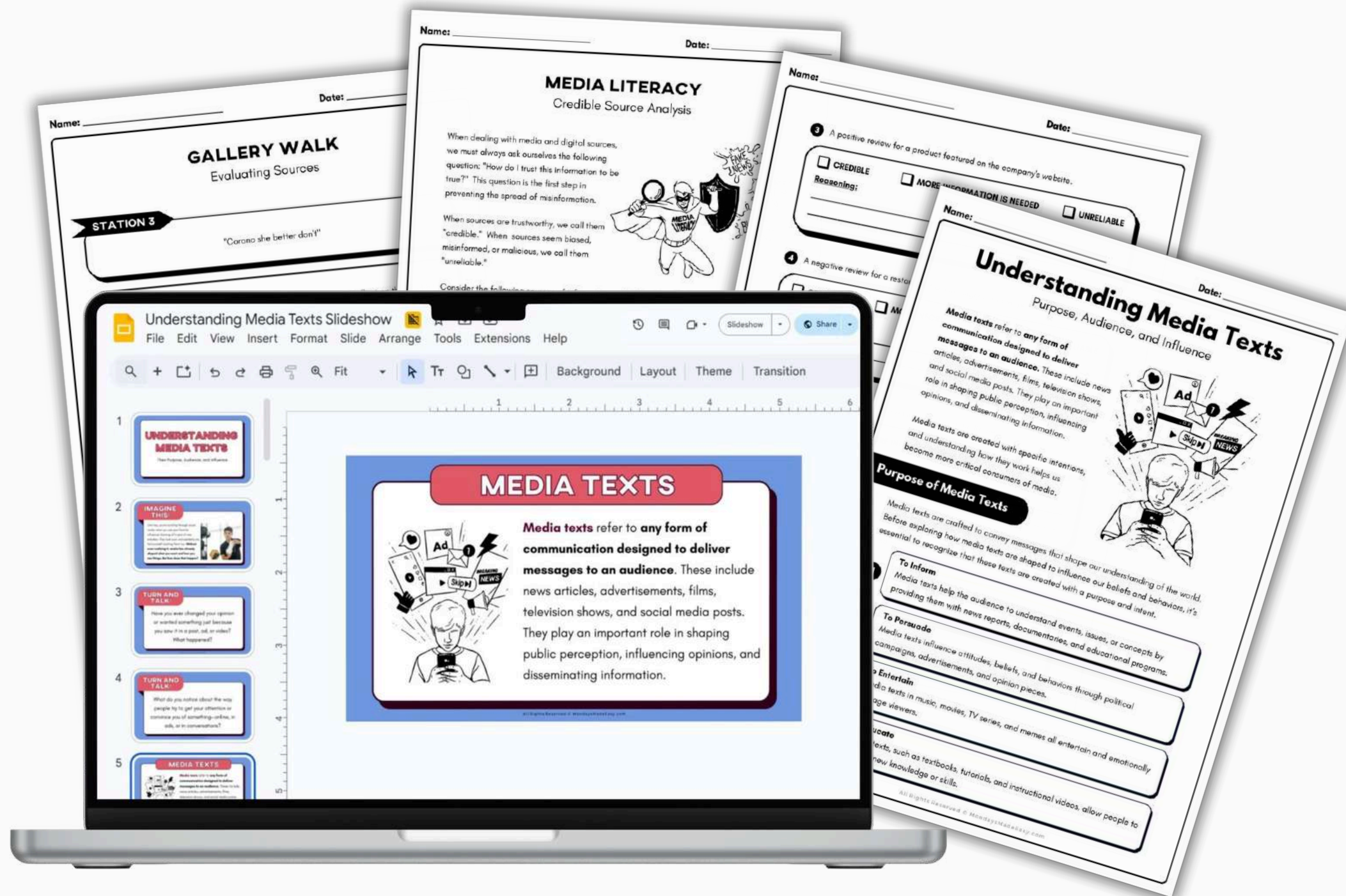


Understanding Media Texts Lesson

Students will evaluate media texts, analyze sources, and explore how to identify credible information with this interactive lesson plan



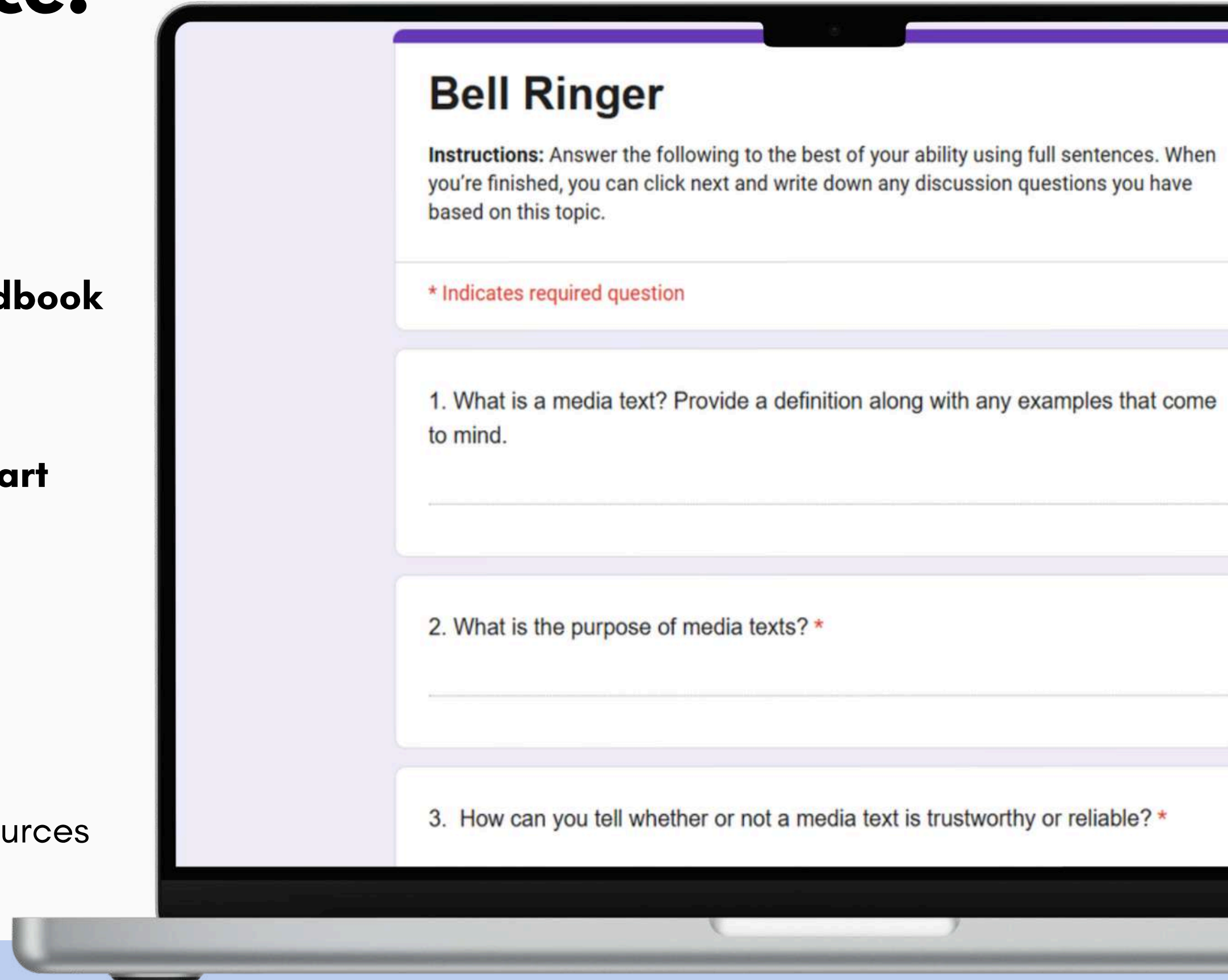
- **Activate critical thinking** with a diagnostic bell-ringer and slideshow lesson that introduces media texts, authorship, purpose, audience, and conventions through relatable examples.
- **Guide students through credible source evaluation** using analysis worksheets and the ABCDE strategy, helping them question bias, reliability, and design choices.
- **Engage learners in an interactive gallery walk** where they assess diverse media examples, apply critical literacy skills, and defend their evaluations with evidence.

Practice critical literacy and teach digital citizenship!

PURCHASE HERE

Included with this resource:

- ✓ Diagnostic **Bell-Ringer Questions**
- ✓ Understanding Media Texts **Slideshow Lesson**
- ✓ Understanding Media Texts **Informational Handbook**
- ✓ Credible Source **Analysis Worksheet**
- ✓ ABCDE Five-Step Strategy Personal **Anchor Chart**
- ✓ 9 Media Literacy **Gallery Walk Stations**
- ✓ Gallery Walk **Response Worksheet**
- ✓ Detailed **Answer Keys**
- ✓ **Teacher Instructions** for how to use these resources



Includes Digital Version for Google Drive®

Understanding Media Texts Slideshow Lesson

This presentation defines media texts, outlines common media conventions, and emphasizes the importance of evaluating authorship, purpose, and audience

"ABCDE" FIVE-STEP METHOD

Use the ABCDE Five-Step Method to navigate media

D - Design and Layout

Does the design and layout of the source look professional?
Are there advertisements? Are there typos?
Is the formatting consistent? Are there typing errors or other mistakes?

MEDIA TEXTS



Media texts refer to any form of communication designed to deliver messages to an audience. These include news articles, advertisements, films, television shows, and social media posts. They play an important role in shaping perception, influencing opinions, and presenting information.

UNDERSTANDING

MEDIA TEXTS

Purpose, Audience, and

MEDIA AND INFLUENCE

2. Reinforcing Social Norms

TV shows and films reflect cultural values that shape expectations about relationships, careers, and lifestyles.

EXAMPLE

Portrayals of gender roles in the movie Moana can influence societal expectations of men and women.



IMAGINE THIS:

One day, you're scrolling through social media when you see your favorite influencer showing off a pair of new sneakers. They look cool, and suddenly you find yourself wanting them too. Without even realizing it, media has already shaped what you want and how you see things. But how does that happen?



Informational Handbook: Understanding Media Texts

This handbook offers detailed explanations of media conventions, source types, and digital publishing norms

Encourage students to annotate this resource and refer back to it when evaluating media texts throughout the unit!

How Media Texts Influence Beliefs and Behaviors

Media plays a crucial role in shaping how we think, behave, and interact with the world around us. Below are ways through which the media influences our thinking and behavior.

1 Shaping Public Opinion

Political events, social issues, and global affairs can be framed by news coverage in ways that influence how people perceive them.

Media that amplifies conflict, fear, or specific... over time. posters as to think

Why Does Media Literacy Matter?

A Media Literate Individual can:

- ✓ Make informed decisions based on accurate information
- ✓ Resist manipulation from biased or misleading media
- ✓ Engage with media responsibly and thoughtfully

How to Navigate Media Effectively

Media is everywhere - fast, flashy, and not always made with our best interests in mind. To make sense of it all, we need to think critically. So, where do we start?

1 Recognize Bias and Intent

Identifying bias involves recognizing how media outlets may present information with a particular slant, while understanding the intent helps determine the credibility of the information.

ASK YOURSELF:

- What point of view is being presented?
- What does the creator want me to think or do?

2 Evaluating Credibility

Reliable sources offer fact-based information backed by evidence, while biased sources may push a specific agenda using selective details or emotionally loaded language.

ASK YOURSELF:

- Can I trust the source of this information?
- Are the facts verified, and do other reliable sources align with this?

3 Analyze Techniques

The use of different techniques helps convey specific meanings and serves various purposes, as each method influences how the message is interpreted by its intended audience.

ASK YOURSELF:

- How is this message trying to catch my attention?
- What language, visuals, or emotions are being used to influence me?

Understanding Media Texts
Purpose, Audience, and Influence

Media texts refer to any form of communication designed to deliver messages to an audience. These include news articles, advertisements, films, television shows, and social media posts. They play an important role in shaping public perception, influencing opinions, and disseminating information.

Media texts are created with specific intentions, and understanding how they work helps us become more critical consumers of media.

Purpose of Media Texts

Media texts are crafted to convey messages that shape our understanding of the world. Before exploring how media texts are shaped to influence our beliefs and behaviors, it's essential to recognize that these texts are created with a purpose and intent.

- To Inform**
Media texts help the audience to understand events, issues, or concepts by providing them with news reports, documentaries, and educational programs.
- To Persuade**
Media texts influence attitudes, beliefs, and behaviors through political campaigns, advertisements, and opinion pieces.
- To Entertain**
Media texts in music, movies, TV series, and memes all entertain and emotionally engage viewers.
- To Educate**
Media texts, such as textbooks, tutorials, and instructional videos, allow people to acquire new knowledge or skills.

Media Creation Techniques Used to Suit a Particular Audience

In today's diverse media world, creators use targeted techniques to ensure their content resonates with specific audiences.

1 Language and Tone

Language is adjusted to suit different demographics.

EXAMPLE

Formal language and tone - News reports
Casual language and tone - Social media posts

2 Visuals and Design

Visuals are strategically chosen to appeal to particular groups.

EXAMPLE

Advertisements for children's toys make use of bright and colorful visuals and designs.

3 Cultural Relevance

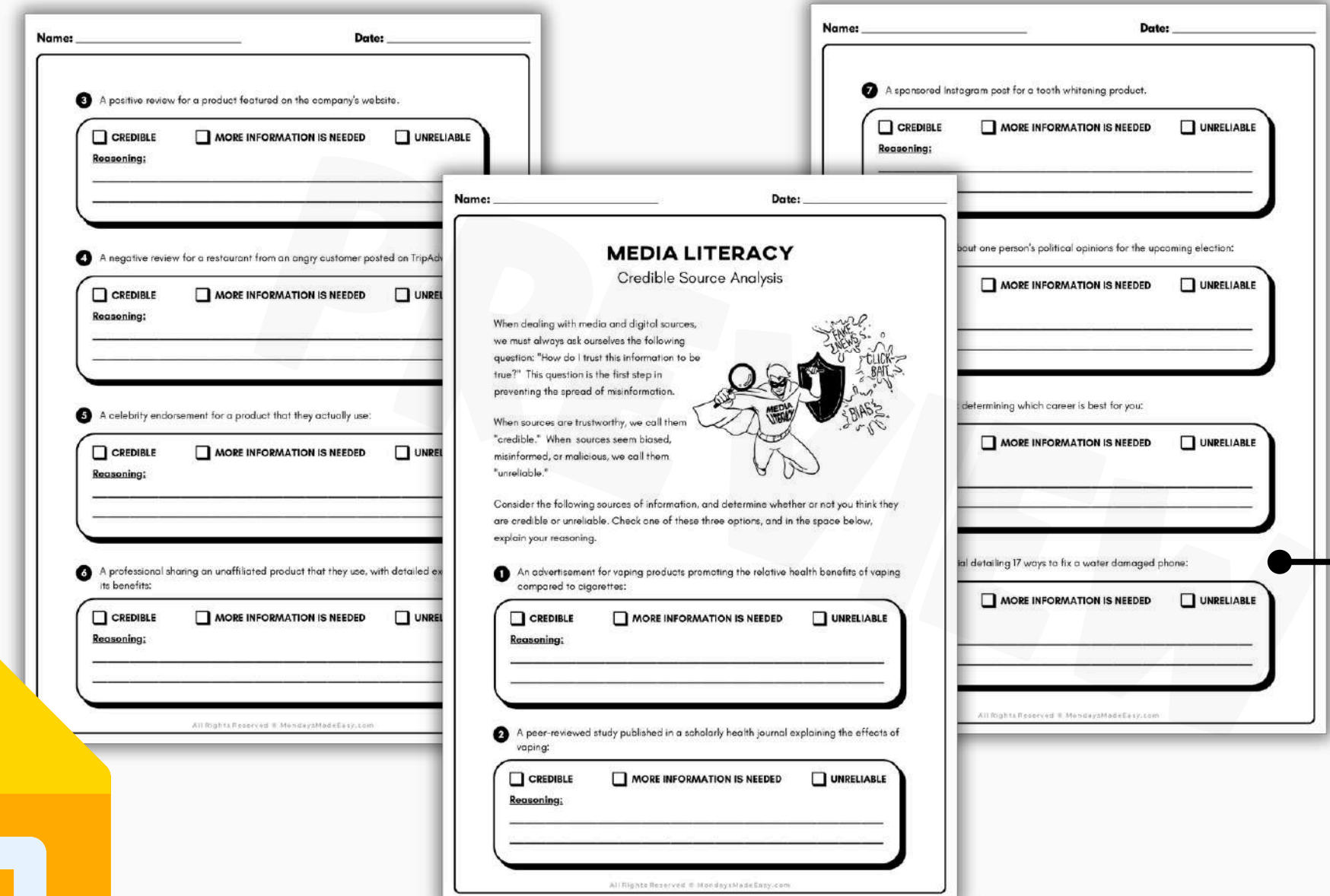
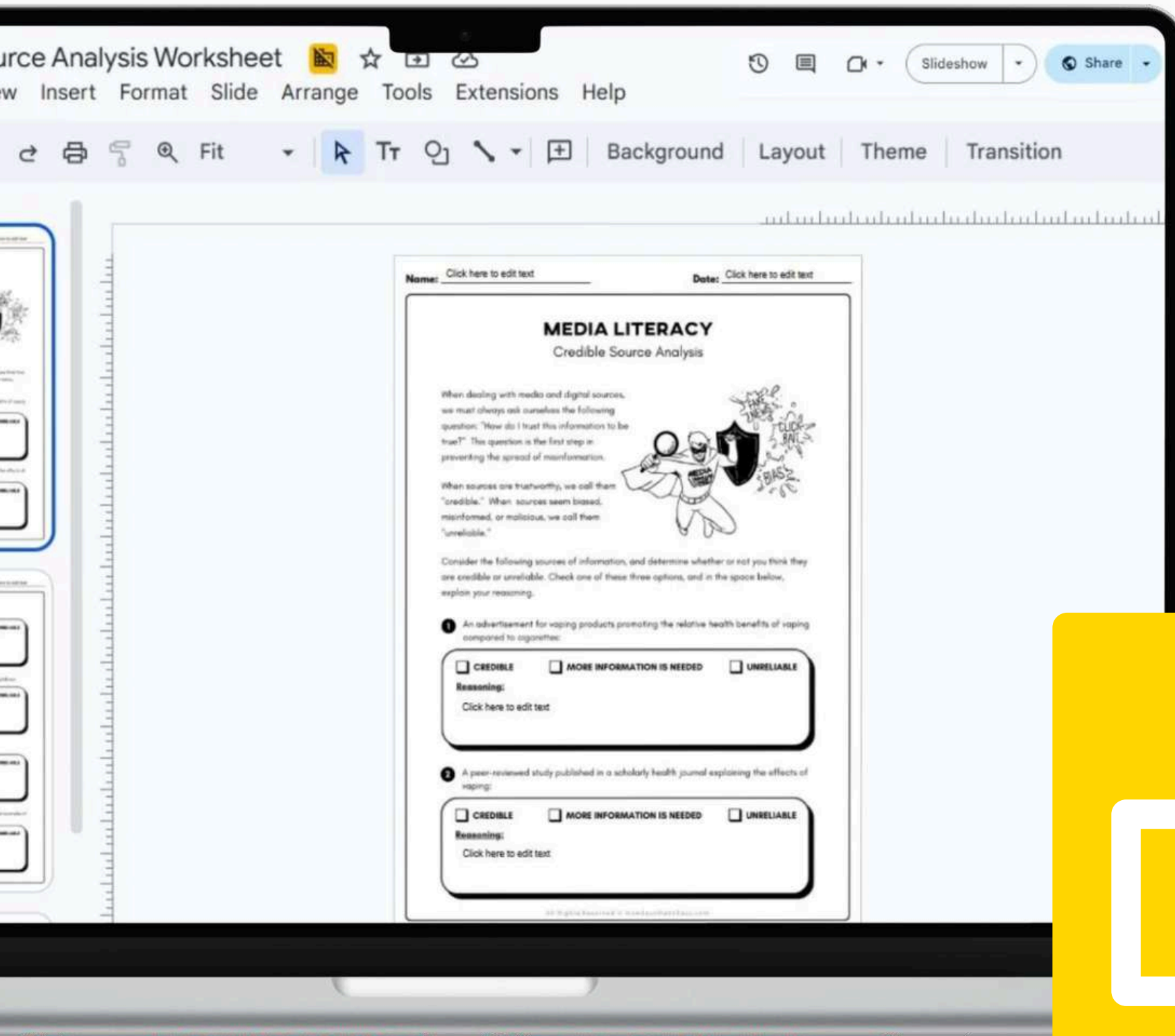
Culture plays a role, as media texts are adapted to resonate with different social and cultural backgrounds.

EXAMPLE

Even products can act as media messages. McDonald's adapts its menu in India to communicate cultural respect to its audience by offering options like the McAloo Tikki.

Credible Source Analysis Worksheet

Students will apply their knowledge from the lesson and determine whether or not these sources are credible or unreliable



Explore **10 media texts** that students might encounter!



Media Literacy Gallery Walk Activity

Students will move through a media literacy gallery walk to challenge their understanding of credible media sources

STATION 9

"China's Coronavirus: A Shocking Update Did The Virus Originate in the US?"

Larry Romanoff

Global Research

STATION 8

"People Are Dying': Battling Coronavirus Inside a N.Y.C. Hospital | NYT News"

The New York Times

YouTube

STATION 7

"Coronavirus disease (COVID-19) advice for the public: Myth busters"

The World Health Organization

World Health Organization

GALLERY WALK
Evaluating Sources

Name: _____ Date: _____

Instructions: Visit each of the ten stations listed below. Using the ABCDE Five-Step Strategy, evaluate the source to decide whether or not it seems credible. Answer the associated questions in the space provided.

STATION 1

"Venice canals run clear, dolphins appear in Italy's waterways amid COVID-19"

1. Briefly scan the article. Using the ABCDE Five-Step Strategy, reflect on this source:

2. Inspect the first set of photographs featured in this article. From a critical perspective, what can you note about these photos?

ABCDE Five-Step Strategy
Identifying Credible Sources

As we approach digital and media sources, we must ask ourselves: "How do I trust this information to be true?" This strategy helps us identify **misinformation**, as well as differentiate between **credible** and **unreliable** sources.

ABCDE Five-Step Strategy to help evaluate sources:

- Author's Credentials:** Is the author listed for the source? If so, who are they, and what credentials do they have? Are they an **expert** in the field, or employed by a reputable organization?
- Before Date:** What date is listed for the source? Consider the topic of your source, and whether or not information pertaining to this source can "**expire**" - is the information **time-sensitive**?
- Connection to Other Sources:** Does the source **reference** other reputable publications as the source of information? When you **fact-check** the source, do you find other sources that support this information?
- Design and Layout:** Does the design and layout of the source look **professional**? Are there **typos**? Are there **inconsistencies** with the formatting? Are there any errors, broken webpage links or other mistakes?
- Expected Outcome:** What is this source hoping to achieve from sharing this information? Hint: If the source is for **profit** or **attention**, then it's likely untrustworthy.

INCLUDES NINE STATIONS!

Students will apply the **ABCDE 5-Step Method** to each source!