



## 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 Hulu Netflix Commercials Movies	Podcasts Radio Audio Books Soundcloud	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 Million 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**

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

Kimberly Ohara, Ocean View High School

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

## Cereal/Toy Media Literacy Project Planner

**Brand Name and Draw Logo**

**Include Techniques Used to Influence:**

- Graphics**-images, pictures
- Colors**-bright or dull

**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.

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.....

.....

**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

.....

.....



Name: \_\_\_\_\_

# What is Media?

-A way to communicate with a large number of people over a broad area.

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

View/Watch	Listen	Print (Read)

# What is Media Literacy?

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## 5 Essential Media Literacy Questions for Kids

- Who created the \_\_\_\_\_?
- Why was the message made?
- Who is \_\_\_\_\_ \$\$\$ for it? Motives?
- How is the message trying to get my \_\_\_\_\_?
- Who is represented & who's \_\_\_\_\_?

(Commonsense.org, 2019)

# Media Literacy



## Purpose? P.I.E.C.E.S

### Persuade

-Get you to buy or do something

### Inform

-Give facts about something

### Entertain

-Provide amusement or enjoyment

### Call to action

-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

### Techniques Used to Influence:

- Sounds
- Movements
- Graphics
- Colors

## PROPAGANDA ADVERTISING TACTICS

Glittering Generality

Repetition

Name Calling

Bandwagon

Testimonial