



**6-8  
Media  
Literacy  
Lesson  
Plans**

**X**  
CONNECTIONS

# 6 ANALYZING MEDIA

**Objective:** Students will understand how media messages are created, how algorithms influence media consumption, and the importance of data privacy.

## MATERIALS

Examples of popular media (YouTube videos, social media posts, video game ads)

Media message analysis worksheet

Computers or tablets with internet access

Chart paper and markers

Index cards

Sticky notes

Sample algorithm explanation (printout or slideshow)

### 1. INTRODUCTION (15 MIN)

**What Are Algorithms?** Begin with a simple explanation of algorithms (see sources page for recommended explainers) and their role in curating content on platforms like YouTube and social media. Use a sample explanation or slideshow to illustrate how algorithms work.

**Global Perspective:** Introduce the idea that algorithms can differ by country and how this might affect the media content users see globally.

### 2. ACTIVITY 1 (25 MIN)

**Analyze Media Examples:** Show a few age-appropriate examples of media messages (e.g., a commercial for a popular game, a trending YouTube video, or a social media post).

**Worksheet Activity:** Distribute the media message analysis worksheet. Have students work in pairs to analyze the media examples, identifying the message, target audience, and techniques used. Alternatively, have students work individually but on the same piece of media to compare how they received the media and how their personal experiences and world understanding might have skewed their perceptions.

**Share and Discuss:** Discuss the findings as a class. Use chart paper or a whiteboard to summarize key points and observations.

### 3. ACTIVITY 2 (25 MIN)

**Exploring Algorithms:** Allow students to use computers or tablets to search for a specific topic on YouTube or social media. Ask them to explore the recommended content and observe the patterns.

**Discussion:** Have students discuss their observations. Prompt questions like, "How did your search history influence the recommendations you received?" and "Do you think the recommendations would be different in another country?"

### 4. ACTIVITY 3 (20 MIN)

**Data Privacy and Media Consumption Introduction to Data Privacy:** Discuss what data privacy means and why it's important. Use age-appropriate examples of how personal data might be used by companies.

**Privacy Scenario Activity:** Create privacy scenarios (e.g., sharing personal information on a social media platform or clicking on an unknown link). Have students discuss or role-play what they would do in these situations.

**Discussion:** Talk about how sharing personal information can affect their privacy and what steps they can take to protect their data online.

### 5. DISCUSSION + CLOSURE (25 MIN)

- **Impact of Algorithms:** Discuss how algorithms can create echo chambers or filter bubbles, affecting the diversity of content and viewpoints they encounter online.
- **Ethical Use of Data:** Explore how companies use data to target ads and content. Discuss the ethical implications and the importance of transparency.
- **Global Media Differences:** Consider how media algorithms might be different in various countries and how cultural differences can influence media content.
- **Reflection:** Ask students to share one key takeaway from the lesson about media messages, algorithms, or data privacy.
- **Wrap-Up:** Reinforce the importance of thinking critically about the media they consume and the impact of algorithms and data privacy on their online experiences.

#### Additional Activities:

- **Algorithm Impact Debate (20 minutes):** Divide students into two groups, one arguing that algorithms improve their media experience, and the other arguing that algorithms can limit their exposure to diverse content. Give students time to prepare their arguments using examples from their media exploration activity. Hold a class debate, encouraging students to use evidence and critical thinking.
- **Media Message Creation (25 minutes):** Have students create their own media message (e.g., a mock social media post or a short video advertisement). They should consider the techniques used to attract their audience. Students should present their media messages to the class. Peers may provide constructive feedback and discuss how different techniques might influence viewers.

# 7 MEDIA LITERACY IN GLOBAL CONTEXTS

## Additional Resources for Teachers:

- The Media Education Foundation: Provides educational resources and videos on media literacy topics, including global media perspectives.
- Global Voices: Offers a platform for citizen media and global perspectives on current events, providing insights into how different cultures report on issues.
- PBS LearningMedia - Media Literacy: Includes lesson plans and resources on media literacy, including global perspectives.
- NPR - International News: A resource for up-to-date international news that can be used to compare media coverage of global events.

## Homework Resources:

- BBC News - World: Can be used to analyze global media coverage.
- Al Jazeera - International: Offers international news coverage with diverse perspectives.
- Anime News Network: For exploring how anime portrays different cultural and global issues.

Objective: Students will evaluate how media representations differ across cultures and how international relations influence media portrayal.

## MATERIALS

Examples of global media (news articles, advertisements, anime clips)

Media comparison worksheet

World map

Computers or tablets with internet access

Art supplies (for creating media pieces)

Access to international news websites or platforms

## 1. INTRODUCTION (15 MIN)

**Global Media Overview:** Discuss how media content can differ across cultures due to cultural values and international relations. Explain that media portrayal can reflect the perspectives and interests of different regions.

**Examples:** Show examples of international media, such as news articles from different countries, anime clips, or global advertisements. Highlight how these examples might present different viewpoints on the same issue.

## 2. ACTIVITY 1 (30 MIN)

**Comparing Global Media Examples:** Provide students with examples of media from different countries, such as news articles, advertisements, or anime clips.

**Comparison Worksheet:** Distribute a media comparison worksheet where students will analyze and compare how a particular topic (e.g., climate change, cultural festivals) is represented in media from different countries. They should note differences in tone, focus, and perspective.

**Group Discussion:** Have students discuss their findings in small groups. Facilitate a class discussion on how and why these media representations might differ.

## 3. ACTIVITY 2 (25 MIN)

**Media and IR Discussion:** Explore how international relations and global events influence media portrayals. Discuss topics like media censorship, propaganda, and bias.

**Role-Play Activity:** Assign students different countries to represent. Have them create a short news report or advertisement from their assigned country, considering how their country's international relations might influence the content.

**Presentation and Discussion:** Groups present their media pieces. Discuss how international relations and cultural perspectives shaped their media portrayals.

## 4. DISCUSSION + CLOSURE (25 MIN)

- **Cultural Influence on Media:** Discuss how cultural values and societal norms influence media content. Consider how different cultures might prioritize or depict various issues.
- **Impact of Global Events:** Explore how global events such as international conflicts, treaties, or trade agreements can impact media portrayals and public perception.
- **Ethical Considerations:** Discuss the ethical implications of media representation, including the potential for stereotypes and biases in international media.
- **Reflection:** Ask students to reflect on what they learned about media representations and international relations. Encourage them to share how this understanding might affect their view of global media.
- **Wrap-Up:** Summarize key points and discuss the importance of understanding diverse media perspectives.

### Additional Activities:

- **Activity 3: Cultural Media Project (30 minutes):** Have students create their own media pieces (e.g., a news report, a social media post, or an advertisement) that represent a cultural event or issue from a chosen country. They should research the cultural context and reflect on how international relations might influence their media representation. Use art supplies or digital tools to create and present these media pieces. Encourage students to explain their creative choices and the cultural or political influences behind them.
- **Activity 4: Media Literacy Quiz (15 minutes):** Create a quiz with questions about the differences in global media representations and the impact of international relations on media. Include questions that test students' understanding of the concepts discussed in class. Administer the quiz to review key concepts and reinforce learning.
- **Activity 5: Global Media Engagement (30 minutes):** If available, utilize global classrooms to connect students with peers in other countries. Have students interview global peers on media in their respective countries and create a word cloud of the descriptors used and the types of media and media platforms most consumed.

# 8 CRITICAL MEDIA LITERACY & AI

## Additional Resources for Teachers:

- **AI Now Institute - Report on AI and Media:** Provides detailed reports on the impact of AI on various sectors, including media.
- **MIT Technology Review - AI in Media:** Features articles and insights on how AI is transforming media industries.
- **The Verge - AI and Technology:** Offers news and analysis on technology trends, including AI's role in media.
- **Stanford University - AI Ethics and Policy:** Provides research and resources on ethical considerations in AI, including its impact on media.

## Homework Resources:

- **The Conversation - AI in Media:** Articles exploring the role of AI in media and its implications.
- **NPR - Technology:** Provides current news on technological advancements, including AI and media.
- **Deepfake Detection Tools - MIT Media Lab:** Offers tools and resources for exploring and understanding deepfake technology.

**Objective:** Students will critically analyze media messages and understand the transformative impact of AI on media production and consumption.

## MATERIALS

Examples of AI-generated media (deepfakes, AI-generated news)  
AI and media analysis worksheet  
Computers or tablets with internet access  
Articles on AI in media  
Video creation tools or software  
Example videos or articles demonstrating AI's influence on media

### 1. INTRODUCTION (15 MIN)

**Understanding AI in Media:** Provide an overview of how artificial intelligence is reshaping media production and consumption. Discuss examples such as deepfakes, AI-generated news articles, and personalized content recommendations.

**Contextual Framework:** Explain the implications of AI in media, focusing on both its potential benefits and ethical concerns.

### 2. ACTIVITY 1 (30 MIN)

**AI-gen Media:** Present examples of AI-generated media, such as deepfake videos or AI-written articles.

**Worksheet Activity:** Distribute an AI and media analysis worksheet. Students will analyze the provided examples, focusing on their authenticity, purpose, and potential impact on viewers.

**Group Discussion:** Facilitate a discussion on how AI-generated content can affect public perception and trust in media. Highlight issues such as misinformation and media manipulation and how these might affect society as a whole.

### 3. ACTIVITY 2 (30 MIN)

**Media Creator:** Divide students into groups and have them create their own media piece using digital tools or simple AI applications (e.g., an AI-assisted video or social media post). They should incorporate features influenced by AI, such as recommendation algorithms or content generation.

**Evaluation and Feedback:** Each group presents their media piece to the class. Use a structured feedback process to evaluate the effectiveness and ethical considerations of their creations.

### 4. DISCUSSION + CLOSURE (30+ MIN)

- **Ethical Implications:** Discuss the ethical challenges posed by AI in media, such as issues related to privacy, consent, and the spread of misinformation.
- **Impact of AI on Public Trust:** Explore how AI-driven content can impact public trust in media and the importance of media literacy in navigating AI-generated information.
- **Future of Media:** Consider the future trajectory of AI in media and its potential effects on content creation, distribution, and consumption.
- **Reflection:** Ask students to reflect on what they have learned about the intersection of AI and media. Encourage them to think critically about how AI might influence their media consumption and the importance of verifying information.
- **Summary:** In closing, summarize the key points discussed in the lesson and emphasize the importance of critical thinking in an AI-driven media landscape.

#### Additional Activities:

- **Activity 3: AI Impact Debate (20 minutes):** Organize a debate where one side argues the positive impacts of AI on media, and the other side argues the negative impacts. Provide students with time to prepare their arguments using research and examples from class activities. Conduct the debate, encouraging students to use evidence and critical thinking to support their positions.
- **Activity 4: Media Literacy and AI Quiz (15 minutes):** Develop a quiz that tests students' knowledge on the impact of AI on media, including topics like deepfakes, algorithmic content curation, and ethical implications. Administer the quiz to assess students' understanding and reinforce key concepts discussed in class.

# ADDITIONAL SOURCES

**Global Voices:** Provides international perspectives on current events and media coverage.

**BBC World News:** Offers news from around the world to explore different media portrayals.

**Teaching Tolerance - Media Literacy Resources:** Provides lesson plans and resources for teaching media literacy in diverse classrooms.

**The News Literacy Project:** Offers tools and activities for teaching students to evaluate news sources and media credibility.

**Media Education Foundation - Analyzing Media Messages:** Provides resources and videos on analyzing various media messages.

**PBS LearningMedia - Media Literacy:** Offers lesson plans, videos, and interactive activities for teaching media literacy.

## ALGORITHMS

Resources for Understanding Algorithms

### 1. Khan Academy - Algorithms

Khan offers a series of introductory lessons on algorithms, including explanations and interactive exercises. It provides a solid foundation in understanding basic algorithm concepts. Features: Videos, interactive exercises, and explanations suitable for educators and students.

### 2. Code.org - What is an Algorithm?

Code.org provides a straightforward explanation of algorithms with practical examples. It includes teaching resources and activities to help educators introduce algorithms in a classroom setting. Features: Simple explanations, classroom activities, and lesson plans.

### 3. Algorithms in 5 Levels of Difficulty

This video from a Harvard professor explains (featured on Wired) explains algorithms to five different people, including a child.

### 4. Interactive Algorithm Visualizations - VisuAlgo

VisuAlgo provides interactive visualizations of various algorithms, including sorting and searching algorithms. It can be a useful tool for teachers to see algorithms in action. Features: Visualizations and animations of different algorithms. Not for beginners but helpful.

### 5. BBC Bitesize - What is an Algorithm?

BBC Bitesize offers a simple and engaging explanation of algorithms, including interactive activities for students. It is suitable for educators who want to introduce algorithms to younger students. Features: Interactive explanations, quizzes, and activities.

### 6. Crash Course - Computer Science: Algorithms

Crash Course provides an engaging YouTube video that explains algorithms in a way that's easy to understand. It's a great resource for educators who prefer visual and auditory learning. Features: Video explanation, visual aids, and engaging content.

## BOOKLIST

### 1. "Media Literacy: A Handbook for Students and Teachers" by David J. Buckingham (2021)

Provides an in-depth exploration of media literacy concepts and instructional strategies.

### 2. "The Media Literacy Dictionary" by W. James Potter (2019)

A comprehensive dictionary that defines key terms and concepts related to media literacy.

### 3. "Digital Citizenship and Technology Education: A Guide for Teachers" by Michael W. Geary and Michael M. Crowley (2021)

Focuses on integrating digital citizenship and media literacy into technology education.

### 4. "The Art of Deception: An Introduction to Critical Thinking" by Nicholas Capaldi (2019)

Explores critical thinking skills and their application to media literacy.

### 5. "Fake News and the News Crisis: Creating a Literacy Culture for the Digital Age" by Richard T. Griffiths (2020)

Addresses the challenges of fake news and provides strategies for fostering media literacy.

### 6. "Algorithms of Oppression: How Search Engines Reinforce Racism" by Safiya Umoja Noble (2018)

Examines how algorithms can perpetuate bias and influence media representation.