

# Canadian Media Literacy

**Grades K-1**

**Written by Eleanor M. Summers**



#### **About the author:**

Eleanor M. Summers is a retired elementary teacher who continues to be involved at various levels of education. She has written many useful resources to assist teachers with their Language Arts programs.

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Learning Expectations	Understanding Media Texts	Understanding Media Forms & Techniques	Creating Media Texts
<b>Understanding Concepts</b>			
• Share prior knowledge of simple media texts	•		
• Identify different forms of media	•	•	
• Identify the purposes and intended audiences of simple media texts		•	
• Describe how different audiences might respond to a message in a media text		•	
• Discover and retell the overt and implied messages in simple media texts	•	•	•
• Identify whose point of view is being presented	•	•	•
• Identify who creates some simple media texts and why they are produced	•	•	•
• Become familiar with techniques used to produce specific results in simple texts		•	•
<b>Skills of Communication and Critical Thinking</b>			
• Observe with their senses	•	•	•
• Work co-operatively with others		•	•
• Make predictions and judgments		•	•
• Distinguish between facts and opinions; real and make-believe		•	•
• Evaluate the information in simple media texts	•	•	•
• Develop opinions and express personal point of view		•	•
• Identify point of view of others		•	•
• Relate media to personal experiences and knowledge	•	•	•
• Extend media text message to personal actions and behaviors	•	•	•
<b>Creativity and Design</b>			
• Create a visual product for a specific topic, purpose and audience			•
• Identify an appropriate form for a specific purpose and audience		•	•
• Identify and use techniques for creation of media texts		•	•
• Create and produce short, simple media texts			•



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# Introduction

We live in an age of constantly changing and growing information. From the time we get up in the morning until we go to sleep, we are surrounded by media messages. So great is our exposure that often we do not give their meaning a second thought.

The main purpose of this book is to create awareness in young children about those messages around them and how to think critically about their meaning. Often we treat these images as being true and follow their direction without question. Once students have acquired the skills to look at media images critically, they will be better equipped to make decisions about the true value of the messages.

## Background Information

Media literacy involves some specific terms such as:

- **Media:** refers to the most commonly known forms of mass communication such as television, radio, newspapers and the internet.
- **Media form:** form used to communicate a message. Forms may be **print** such as magazine, flyer, newspaper or **non-print** such as movie, product packaging, television news.
- **Media text:** the image, sound, text or visual techniques used to communicate a message. Many media texts contain a combination of these techniques while others stand alone to convey their message.
- **Media literacy:** knowing about the ways that people connect with each other and trying to evaluate the validity of those ways.

## Types of Media

Young children will be familiar with a number of forms of simple media. Here is a list of some common ones:

- billboards
- books
- bulletin boards
- CD's DVD's
- comic books
- commercials
- flyers
- greeting cards
- logos
- magazines
- mail
- newspapers
- paintings
- photos
- post cards
- posters
- radio
- television
- signs
- videos
- videogames
- websites

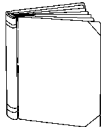



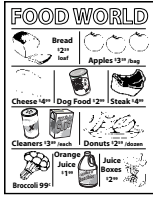

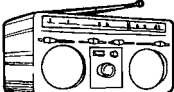



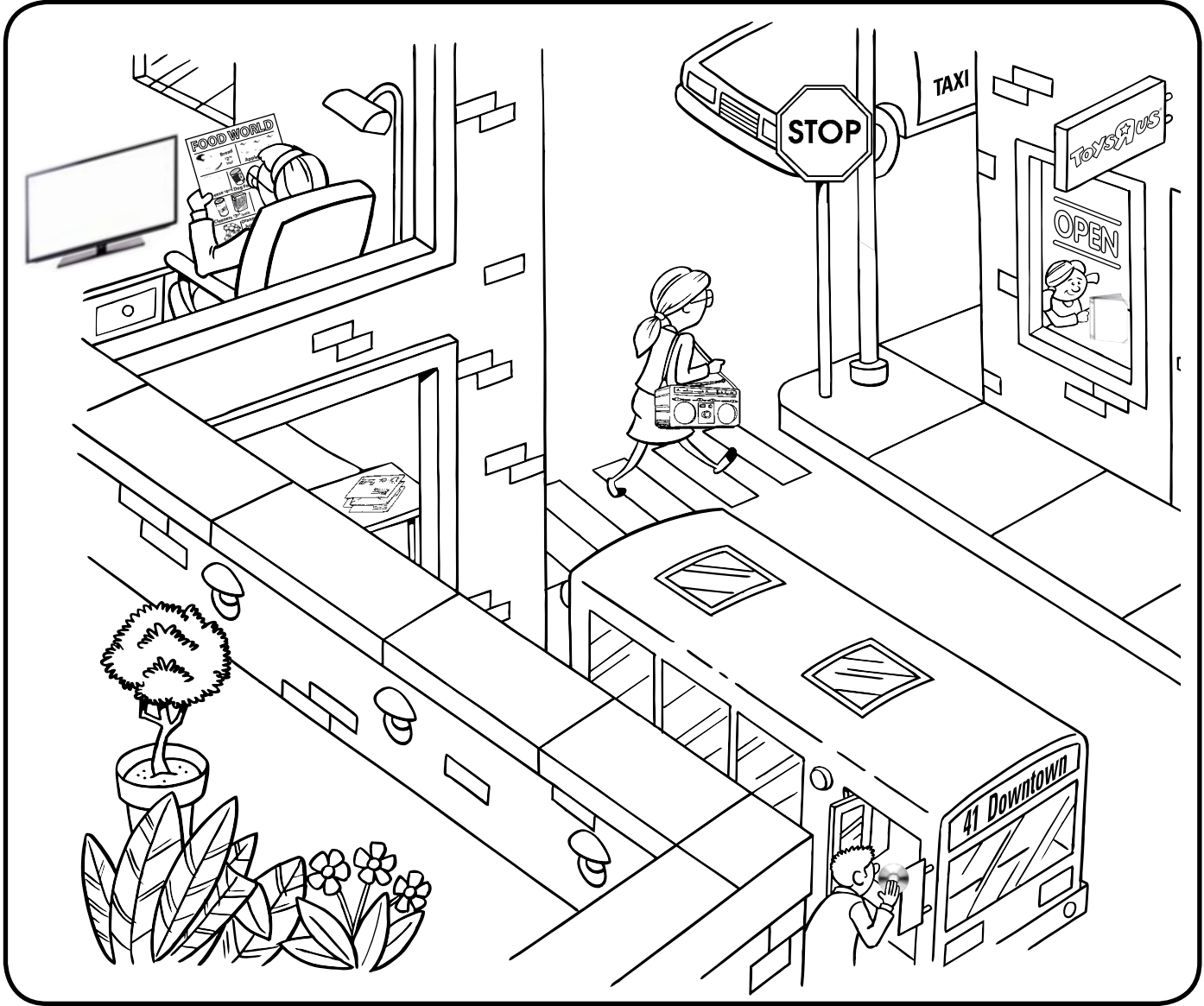


# Can You Find Me? Media Forms

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

Look for these media forms hidden in the picture. Colour the object when you find it.

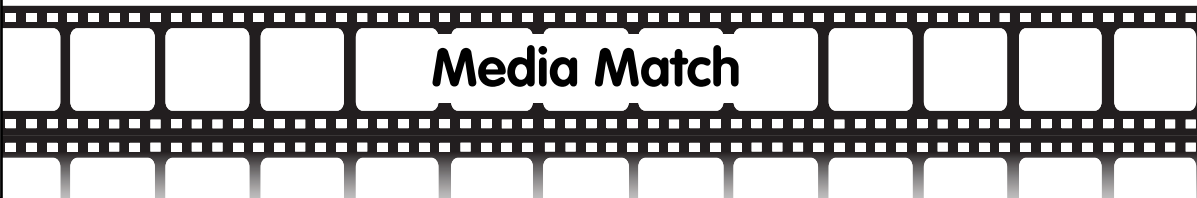
book 	CD 	television 	logo 	
mail 	radio 	stop sign 	food flyer	



**Media Match**

<p><b>book</b></p>	
<p><b>comic book</b></p>	
<p><b>flyer</b></p>	
<p><b>greeting card</b></p>	
<p><b>magazine</b></p>	
<p><b>logo</b></p>	





<p><b>mail</b></p>	
<p><b>newspaper</b></p>	
<p><b>post card</b></p>	
<p><b>sign</b></p>	
<p><b>bulletin board</b></p>	
<p><b>website</b></p>	



## Activity #2 - Purpose and Audience



**Goal: to identify the purpose of some simple media texts and their target audience.**

### Teacher Suggestions

Page Reference

1. Review the term “media’ and tell the students that media can have different purposes.
  - To inform us: give us facts and information
  - To entertain us: give us enjoyment; makes us laugh
  - To persuade us: convince us to believe something
2. • Use the information cards (p.18) to set up a learning activity (bulletin board, chart) to categorize the media forms from Activity 1. 20
  - Decide, as a group, which media forms should be placed under each heading.
  - Lead the students to discover that some forms can have more than one purpose.

#### Target Audience:

1. Brainstorm for different types of simple media texts: movie, magazine, rock song, newspaper, tv news, carton show, etc.
2. Decide, as a group, who would watch, read or listen to each example on the list.
3. **Student Worksheet:** Media Audience Match: match the target audience to the simple media form. 21

