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Agree and Print 

Student assessments are an important component of i-SAFE. When beginning the i-SAFE program with these lessons, i-SAFE strongly encourages educators to administer the pre-assessment online at <http://auth.isafe.org/selftest/index.php>.

To verify a School ID#, login at www.isafe.org, go to the My Info page and select “Find your school ID.”

Upon completing the i-SAFE lessons, please direct your students to take the online post-assessment. Assessment data can be used by your school/district as a reliable measurement of its Internet safety education policy.

LESSON PLAN—Introduction to Media Literacy

Suggested Grade Levels – Grades 5-8

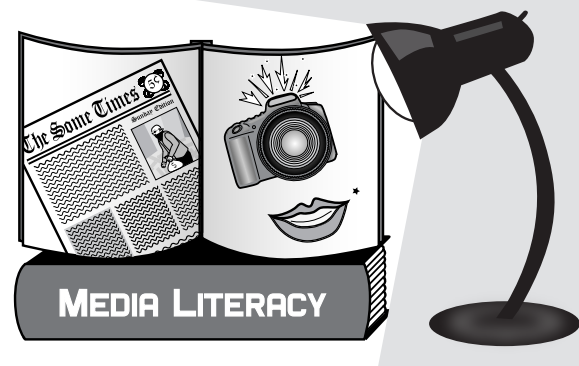
Learning Objectives

Learners will understand the term “media literacy,” identify types of media involved and understand the importance of media literacy.

Enrichment Goal

i-SAFE enrichment activities are designed so that they can be implemented by students. Provide your students with the necessary reference materials included with this lesson plan and guidance on how they can complete this activity. Suggestions include getting support from an adult advisor, school club, student council, technology team, etc. i-SAFE also offers a wide range of online support for students who register (free of charge) at www.isafe.org, including the i-MENTOR Training Network videos.

In this lesson, learners will be provided with background information and use it to create a media product conveying the message to others.



Materials/Preparation

- Prepare copies of the reference pages for each student

Lesson Procedures

All students participating in the i-SAFE curriculum are designated i-MENTORs. If they haven't done so already, have students enroll online by clicking on "Create Account" at www.isafe.org to take full advantage of the support and incentives offered. This may be done at any time during the lessons, or students may complete this registration at home.

Introductory Activity:

- Ask students to brainstorm what the term “media literacy” means to them.
- Discuss: Do they believe that they are media literate?

Reference Discussion

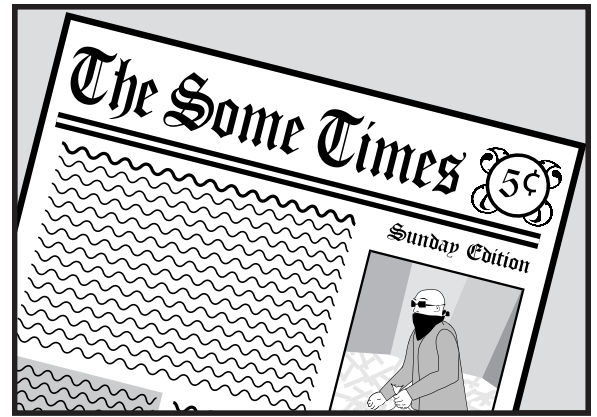
- Hand out the reference/activity page “Exploring Media Literacy.”
- Briefly read over the page as a class and instruct students to complete the page individually or in small groups.
- Hand out the “Putting it Together” page and review with students.
- Using both reference pages, discuss the following:
 - > What is media?
 - > What does it mean to be literate?
 - > Why is media literacy important?
 - > Have students share their examples of the importance of media literacy.

Activity

- Allow students to work individually or in small groups.
- Direct students to select a medium they feel comfortable in. Choices are wide ranging from flyers to children's books to podcasts and more.
- Instruct students to create media reflecting the importance of media literacy and passing along the basic concepts learned today.

Enrichment Activity

Arrange to display media works in an appropriate format.

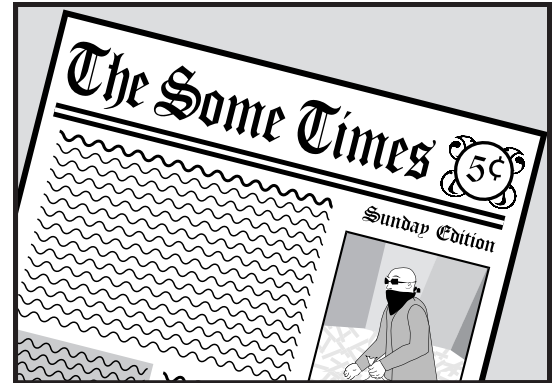


REFERENCE—Understanding Media Literacy

What is Media Literacy?

Media literacy means many things. It is about having a positive experience with the media that surrounds us everyday. It is about knowing how to use media in all its formats. And, it is about understanding how to evaluate that media for best purposes. It is about being SMART!

To really understand what media literacy is we need to break down the components.



What is media?

Think about what the word “media” makes you think of. List some examples:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

In your opinion, is offline or online media more powerful? Why?

What does it mean to be literate?

Define the term in your own words:

What does it mean to be media literate?

Define the term in your own words:

In your opinion, what is the importance of being “media literate” as you have defined it?

Putting it Together

What is media in this day and age? Media is so many things. It has evolved from its beginning as print materials to being Web sites, podcasts, television commercials, movies, billboards, blogs, brochures, radio, and more. We are surrounded with media everyday. With so much media around us, it makes sense that there's a need to be "literate" in understanding, analyzing and even creating it.

The traditional definition of literacy was about being able to read, write, listen, and speak in a competent manner. However, when we apply it to the broad range of available media, it becomes so much more. It is about identifying, understanding, interpreting, creating, communicating, computing, and using media. Literacy is about enabling an individual to be an active contributing citizen in society.

Why is media literacy so important?

As you have discussed, we are surrounded by media. However, not all media are appropriate. Nor is all material true. Media can be filled with propaganda, censorship and bias.

Propaganda: information geared to promote a cause

Censorship: to ban or not allow certain information

Bias: to prefer a certain viewpoint over another

Media literacy is also about instilling in learners the ability to be skillful creators and producers of media messages. It's about understanding which media to choose to convey certain messages, what the media are capable of, and the limitations of media.

The goal of media literacy is to make people active participants in media so they understand how media shape society, how media can be twisted and misrepresented, how media help define reality, and how media are integral parts of our world.

Write about it

Give an example that illustrates why it is important to be media literate:

Getting the Message Out:

Take a minute to think about what you've learned. Sharing what you learn with others is a great way to reinforce the message. Think about what media formats you are familiar with. Select a media format and spread the message of the importance of media literacy. Some suggestions:

- Write a blog entry
- Create a webpage
- Record a podcast
- Develop a flyer
- Create a slide show presentation

Your options are endless!!! Go for it!