

MULTICULTURAL LESSON PLAN: Media

GRADE: 11

DISCIPLINE: English/Media Studies

MINISTRY OF EDUCATION EXPECTATIONS: By the end of this course, students will:

- analyse, interpret, and assess the techniques, forms, style, and language of media works to describe and explain how different media communicate meaning;
- analyse media representations to describe their content, identify bias, and explain their impact on audiences.

MULTICULTURAL MESSAGE: The teacher will show the role of the media industry in Canada, as well as showing how it targets and impacts different racial, ethnic, age, and gender groups. The teacher will also show how the Media effects the way students see and understand the world.

ACTIVITY:

Preparations:

- 1) Give vocab as homework before lesson. Writing sentences with vocab can be homework to show comprehension and practice writing.
- 2) Go over vocab with class.
- 3) Put students into pairs.
- 4) Do project as Homework.
- 5) Present projects next class.
- 6) This can lead to watching and analyzing news reports as part of your class or doing student news productions.
- 7) It can also lead to student news productions as final project.

The Media

Find the meaning of the vocabulary with a dictionary or with a partner.

Vocab: cable TV channel
 censor advertising/ad
 commercial reporter
 journalist anchor person
 objective subjective
 biased censorship

Discuss the following questions:

- 1) What does "The Media" mean?
- 2) What type of media do you use to get the news?
- 3) Do you think that Canada's media does a good job or reporting the news? How does it compare to the media in other countries?
- 4) Do you think that the news should be censored? If yes, who should do control the censorship, the media or the government?
- 5) Which type of media do you think does the best job of reporting the news in Canada?

Give a score from one to 10.

Newspaper ()

Magazines ()

Radio ()

National TV ()

Cable TV ()

Internet News ()

Compare and discuss your scores with your partner.

6) Do you think that Canada's media is objective or subjective?

7) How do you think that Canada's media can improve?

8) What do you think of the local media in your town or city?

9) Do you think the American media is too powerful? Is it biased or objective?

10) Media Project: With your partner, compare the reporting on one story in the paper, magazines, tv, internet, and radio. See what is different and what is the same about the different media's stories. Ask yourself why the different media outlets might be different in their viewpoint and presentation. Look for biases in the presentation of the news reports, and see if there could be any connection to the ownership of the newsmedia that is presenting this story. Present your results to the class.

Discussion: Teacher acts as moderator and reviews concepts raised by discussion questions.

EVALUATION: Formal marks can be given for media project and for written assignments.