

Lesson Plan: Media Perception

Activating Strategy: At their desks, the students will view a simple optical illusion of a staircase displayed on the overhead. As a class we will discuss and define perception, how it can be influenced/alterd, and how it relates to media. "It all depends on how you look at it." Try to get students to see the staircase going down, AND UP!

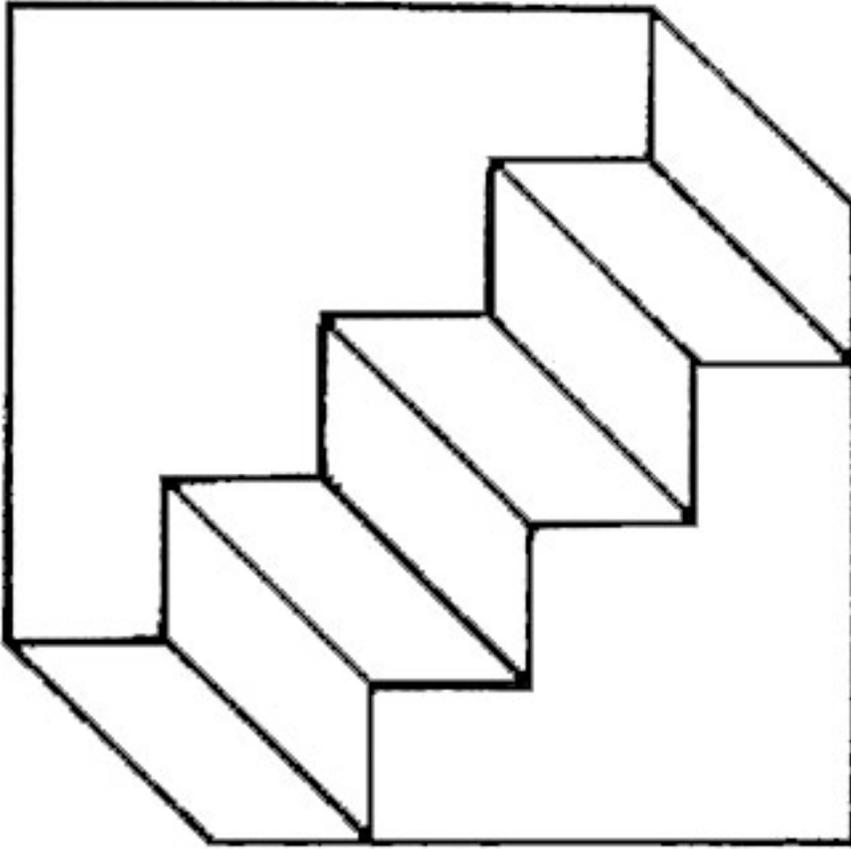
Acquiring Strategy: Individually, students will answer all the questions on the "Perception and the Media" worksheet. Once they have answered them all, each student will then line up in the middle of the class. Each question is read by the teacher, and then each students will "pick a side," based on the corresponding answer. The students will either go to the True or the False side of the room. After each question we will discuss reasons why they might think it is True or False. The students will be given the chance to switch sides. The teacher's job is more to guide the discussion – ask questions. (like freedom writers).

Applying Strategy (15 minutes): In their media literacy journals, the students will respond to one or more of the statements on the worksheet (based on the conversations during the T or F walk). It could be something they learned? Had an opinion on? Or had their opinion changed/alterd? Etc...

Materials:

- Perception and the Media Worksheet
- Media Journals

PERCEPTION AND THE MEDIA:



TRUE or FALSE.

- 1) Advertisements are always trying to sell you something.
- 2) Companies have to pay for advertising.
- 3) Media has been carefully crafted/created to send a very specific message to a very specific audience.
- 4) Media messages are mostly just made to entertain and inform the audience.

- 5) Music with explicit lyrics or movies that are rated R are marketed for people 18 & over.
- 6) Parents should not allow their children to watch violent shows or play violent video games.
- 7) Movies, TV shows, advertisements, and songs, can all be read and interpreted in the same way as a book.
- 8) Movies, music and television add to stereotypes.
- 9) Media influences all people in the same way. A specific movie or song impacts its audience equally.
- 10) The influences of friends, family, and community are separate from those of the media.
- 11) People get tricked into doing immoral or unhealthy things because of media.
- 12) Companies design their products based on what the majority of people think are cool.
- 13) Companies decide what's cool, and then convince you to buy it.