**Why Media Literacy Is Crucial for Our Freedom**

**Instructor: Elizaveta Friesem**

Lesson date & time:

February 18, 2015 (90 minute long).

Learning goal:

Help students reflect on the importance of media literacy.

Learning objectives:

* Learn to apply critical questions of media literacy to analyze media texts.
* Reflect on the need to develop media literacy.
* Discuss the connection between media literacy and freedom.

Terms:

Media, media text, media representations, media literacy.

Necessary materials and equipment: Each class should have a microphone that will let students in the audience participate in the discussion.

Each student needs to have the printout *Five Key Questions of Media Literacy*.

Short description:

During this lesson, students will learn to analyze media texts using five key questions of media literacy. The instructor will first scaffold the analysis of an ad, and then allow students to conduct their own analysis of a music video. Results of the analysis will be discussed, and students will reflect on the connection between media literacy and freedom.

Lesson procedures:

*Part 1 – Introduction (10 minutes)*

Participants discuss the main terms of the class: media, media text, media representation, media literacy.

*Part 2 – Modelling the analysis (20 minutes)*

Participants use the key questions of media literacy to analyze an ad together with the instructor.

*Part 3 – Individual work and discussion (40 minutes)*

Participants analyze a music video using a pair-share technique.

*Part 4 – Reflection (20 minutes)*

Participants reflect on the connection between media literacy and freedom.

Wrap-up.

Home assignment:

Each student chooses on media text to analyze. It can be an ad, a music video, a TV show, a film, or a website. Each student should write a 2 page long essay that will include analysis of the media text using the five critical questions, and a reflection on this analysis.