Grade 6 Sample Lesson Plan
Unit 6 Media Literacy

SOLs
● 6.3 k) Recognize the persuasive tactics used by various types of media.

Objectives/Goals
● Students will identify the different purposes found in advertising
● Students will recognize the persuasive tactics used by various types of media.
● Students will demonstrate persuasive tactics and propaganda techniques used by advertisers.

Materials
● Cereal or Cracker boxes (1 per student for the entire class)
● Construction paper
● Glue
● Markers and colored pencils
● Painter’s tape
● Media Messages ppt
● Media Literacy-Handout
● Cereal/Toy Media Literacy Project Planner-Handout
● Cereal/Toy Media Literacy Project Rubric-Handout
● Cereal/Toy Invention Media Literacy Presentation Speech Planner-Handout
● Cereal/Toy Invention Media Literacy Display Rounds-Handout

Procedure
Step 1 Group Discussion (10 minutes)
   Essential Questions:
   What is Media?
1. Open Media Messages PPT and have Slide #1 on the projector screen as the students walk into class.
2. Pass out the Media Literacy Handout to all students
3. Explain to the students they will learn to decode secrets and tricks of advertisers.

4. Slide #2-On the students Media Literacy Handout review the definition of media

5. Pair students up in groups of 3-4 and have them make a list of different forms of media on their Media Literacy Handout.

6. Students will fill out the different types of media in their Media Literacy Handout.

<table>
<thead>
<tr>
<th>Watch/View:</th>
<th>Listen:</th>
<th>Print(Read):</th>
</tr>
</thead>
<tbody>
<tr>
<td>YouTube</td>
<td>Podcasts</td>
<td>Magazines</td>
</tr>
<tr>
<td>Hula</td>
<td>Radio</td>
<td>Newspapers</td>
</tr>
<tr>
<td>Netflix</td>
<td>Audio Books</td>
<td>Online</td>
</tr>
<tr>
<td>Commercials</td>
<td>Soundcloud</td>
<td>newspapers/articles</td>
</tr>
<tr>
<td>Movies</td>
<td></td>
<td>Flyers</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Ads</td>
</tr>
</tbody>
</table>

7. Class discussion: Students will share out their answers with the class for the different types of media.

*Step 2 Media Messages PPT (40 mins)*

1. Slide #3 Students will fill in the definition of media literacy on Media Literacy Handout.

2. Slide #4 Discuss 5 Essential Media Literacy Questions for Kids. Students will fill in the blanks.

3. Slide #5 Show Brainpop (5:46 min)

   https://www.brainpop.com/english/studyandreadingskills/medialiteracy

4. Slide #6 Review Key Points from Brainpop.
   - Product Placement-inside movies and shows
   - Scientific claims or statistics
   - Connecting products with celebrities or cute mascots
   - Sensationalism (stories in your news feed)
Health Smart Virginia Sample Lesson Plan

Grade 6 - Media Messages Unit: Media Literacy

- Social media
- Data tracking by companies
  - Learn to read the messages, that is what media literacy is all about

5. Slide #7 What is the Purpose? Motive? Agenda?

6. Slide #8 What is the Purpose? Use the acronym P.I.E.C.E.S P=Persuade, I=Inform, E=Entertain, C=Call to action, E=Educate, S=Shock

7. Slide #9 Show YouTube Video: Charlie Bit My Finger Video (0:56 seconds) . Have the students guess the purpose of the video?

8. Slide #10 The main purpose of the YouTube video, Charlie Bit My Finger Video was to entertain.

9. Slide #11 Show YouTube Video (30 seconds), Nicotine & Vaping | Don't Get Hacked | The Real Cost. Have the students guess the purpose of the video.

10. Slide #12 The YouTube Video, Nicotine & Vaping | Don't Get Hacked | The Real Cost was made to educate, inform and persuade.

11. Slide #13 Show YouTube Video, NHTSA Distracted Driving-Texting (0:32 secs). Have the students guess the purpose of the video.

12. Slide #14 The purpose of the YouTube Video, NHTSA Distracted Driving-Texting was to shock. The secondary purpose is to educate, inform, persuade and call to action.

13. Slide #15 Techniques used in advertisements used to influence.
   - Sounds - sound effects, music, dialogue, catchy songs.
   - Movement: Actions and actors
   - Graphics: images and pictures
   - Colors: Bright or Dull

14. Slide #16 Propaganda Messages in Advertisements
   - Spreading of information to help or hurt a cause
   - Appeals to emotions rather than intellect
   - Telling only one side you want people to know
15. Slide #17 Students will take vocabulary notes on their Media Literacy Handout.
An example of a propaganda message in advertising is a term called “Glittering Generality.” This is used both in politics and advertisements. Examples: Donald Trump’s campaign, “Make America Great Again” or Barack Obama’s campaign, “Change We Can Believe In.” Both of these examples are a vague statement that appeals to positive emotions but are not informative enough to take action. Examples:
- Nike: “Find Your Greatness”
- Starbucks: “The best coffee for the best YOU”.
- McDonalds: Creamy, Dreamy, Icy, Chocolatey
- Gatorade: “Action Wins”
- Ford: “Built Ford Tough”

16. Slide #18 Name Calling/Trash Talking another product or person.
Examples:
- Kool Cigarettes “Utter Fool”
- Trump “Con Man” or Barack “Misleader”

17. Slide #19 Repetition-Repeated words or phrases and or repeated visuals
Examples:
- Vitamin water-repeated visual media
- Coca Cola-repeated visual media
- Target-repeated visual media
- IPhone-repeated visual media

18. Slide #20 Bandwagon-Appeal to be part of the group
Examples:
- McDonald’s - “99 Million Served”
- Tasty Flake Cereal - “Tasty Flake Breakfast Cereal, Everyone is enjoying it!”
- Nike - “Success for the successful”

19. Slide #21 Testimonial-A person’s written or spoken statement extolling the virtue of a product or brand
Examples:
- Diet Coke-Taylor Swift (pop star)
- Subway-Michael Phelps (athlete)
- Nutrisystem-actress/actor
- ProActive Acne Treatment-Justin Bieber (pop star)
Pepsi-Beyonce (pop star)

20. Slide #22 To summarize, there are many propaganda techniques used in advertising: Glittering generality, name calling, repetition, bandwagon, testimonials

21. Slide #23 Have the students guess the propaganda and techniques used on the cereal box. The word bank is on the right hand side in the white box.

22. Slide #24 Identifies all the cereal box advertising propaganda and techniques

**Step 3 Cereal/Toy Invention Project Planner**

1. Students will start to plan their own advertisement either creating a cereal brand or toy invention. Students will use the, Cereal/Toy Media Literacy Project Rubric and Cereal/Toy Media Literacy Project Planner to plan their project.

2. Once the students have sketched out their plan on a blank piece of paper or on the Cereal/Toy Media Literacy Project Planner they are ready to start their project.

**Step 4 Class Presentations**

1. Students will plan their advertising speech for the cereal/toy product using the, Cereal/Toy Invention Media Literacy Presentation Speech Planner.

2. Students will present their cereal/toy ads to their classmates. At the end of each presentation the classmates will try to guess the techniques and propaganda messages used by their classmates

**Step 5 Optional: Cereal/Toy Invention Display**

1. The students will set their cereal/toy invention display on their desk. Each student will be given a number (painters tape to write a number) and will display it next to their cereal/toy invention.

2. Using the, Cereal/Toy Invention Media Literacy Display Rounds-Handout Students rotate around the room and try to guess the different advertising propaganda and techniques of their classmates using the, Cereal/Toy Invention Media Literacy Display Rounds-Handout.
# Cereal/Toy Media Literacy Project Rubric

Create a cereal or toy invention...

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Brand Name and Logo for Cereal or Toy Invention</strong></td>
<td></td>
</tr>
<tr>
<td>Includes a brand name and logo for cereal or toy invention.</td>
<td>Includes a brand name and logo for cereal or toy invention.</td>
</tr>
<tr>
<td>Mascot</td>
<td></td>
</tr>
<tr>
<td>Includes a mascot</td>
<td>Does not include a mascot</td>
</tr>
<tr>
<td>Cereal or Toy Invention Name</td>
<td></td>
</tr>
<tr>
<td>Includes a cereal or toy name</td>
<td>Does not include a cereal or toy name</td>
</tr>
<tr>
<td>Target Audience</td>
<td></td>
</tr>
<tr>
<td>● Children</td>
<td></td>
</tr>
<tr>
<td>The target audience is children.</td>
<td>The target audience is not children.</td>
</tr>
<tr>
<td>Techniques in Advertising:</td>
<td></td>
</tr>
<tr>
<td>● Graphics</td>
<td></td>
</tr>
<tr>
<td>● Colors</td>
<td></td>
</tr>
<tr>
<td>● Sounds</td>
<td></td>
</tr>
<tr>
<td>● Movement</td>
<td></td>
</tr>
<tr>
<td>Includes two techniques used in advertising.</td>
<td>Does not include two techniques used in advertising</td>
</tr>
<tr>
<td>Propaganda Technique:</td>
<td></td>
</tr>
<tr>
<td>❑ Glitter</td>
<td></td>
</tr>
<tr>
<td>❑ Generality</td>
<td></td>
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<tr>
<td>❑ Testimonial</td>
<td></td>
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<tr>
<td>❑ Name Calling</td>
<td></td>
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<tr>
<td>❑ Repetition</td>
<td></td>
</tr>
<tr>
<td>❑ Bandwagon</td>
<td></td>
</tr>
<tr>
<td>Includes one propaganda Techniques.</td>
<td>Does not include a propaganda technique</td>
</tr>
</tbody>
</table>
Name of the Cereal or Toy:

Sketch Your Mascot:

☑ Includes One Propaganda Techniques- Draw or Write Out Above

Include Techniques Used to Influence:
- Graphics - images, pictures
- Colors - bright or dull
## Cereal/Toy Invention Media Literacy Presentation

### Speech Planner

<table>
<thead>
<tr>
<th>Introduction</th>
<th>Catchy song, jingle and/or hook that appeals to children.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Message #1</td>
<td>Why should one buy your product?</td>
</tr>
<tr>
<td>Message #2</td>
<td>What does this product/toy offer?</td>
</tr>
<tr>
<td>Message #3</td>
<td>Catchy slogan or phrase summarizing your product</td>
</tr>
</tbody>
</table>
# Cereal/Toy Invention Media Literacy Display Rounds

<table>
<thead>
<tr>
<th>Advertising Techniques:</th>
<th>Advertising Propaganda Techniques:</th>
</tr>
</thead>
<tbody>
<tr>
<td>★ Sounds</td>
<td>★ Glittering generality</td>
</tr>
<tr>
<td>★ Movement</td>
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</tr>
<tr>
<td>★ Graphics</td>
<td>★ Repetition</td>
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<tr>
<td>★ Colors</td>
<td>★ Bandwagon</td>
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<tr>
<td></td>
<td>★ Testimonial</td>
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Assessment Idea

- *Media Messages ppt* (Guess the purpose of the advertisement?)
- *Cereal/Toy Media Literacy Project Rubric*
- *Cereal/Toy Invention Media Literacy Presentation Speech Planner*
- *Cereal/Toy Invention Media Literacy Display Rounds*

References

- [https://www.brainpop.com/english/studyandreadingskills/medialiteracy/](https://www.brainpop.com/english/studyandreadingskills/medialiteracy/)

Kimberly Ohara, Ocean View High School
What is Media?
-A way to communicate with a large number of people over a broad area.

List below as many different types of media you can think of: view/watch, listen, print (read).

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What is Media Literacy?

5 Essential Media Literacy Questions for Kids

- Who created the_________?
- Why was the message made?
- Who is___________$$ for it? Motives?
- How is the message trying to get my __________?
- Who is represented & who’s_________?

(Commonsense.org, 2019)
Media Literacy

Purpose? PIECES

**Persuade**
- Get you to buy or do something

**Inform**
- Give facts about something

**Entertain**
- Provide amusement or enjoyment

**Call to action**
- To get a consumer to perform a specific behavior. “Click here to buy!”

**Educate**
- To give information in a specific discipline

**Shock**
- A sudden surprise or event or experience or a sudden upset

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Techniques Used to Influence:
- Sounds
- Movements
- Graphics
- Colors

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**PROPAGANDA ADVERTISING TACTICS**

<table>
<thead>
<tr>
<th>Glittering Generality</th>
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<tbody>
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<td>Repetition</td>
</tr>
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<td>Name Calling</td>
</tr>
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