

## DYP 21<sup>st</sup> Century Skills

# MEDIA LITERACY

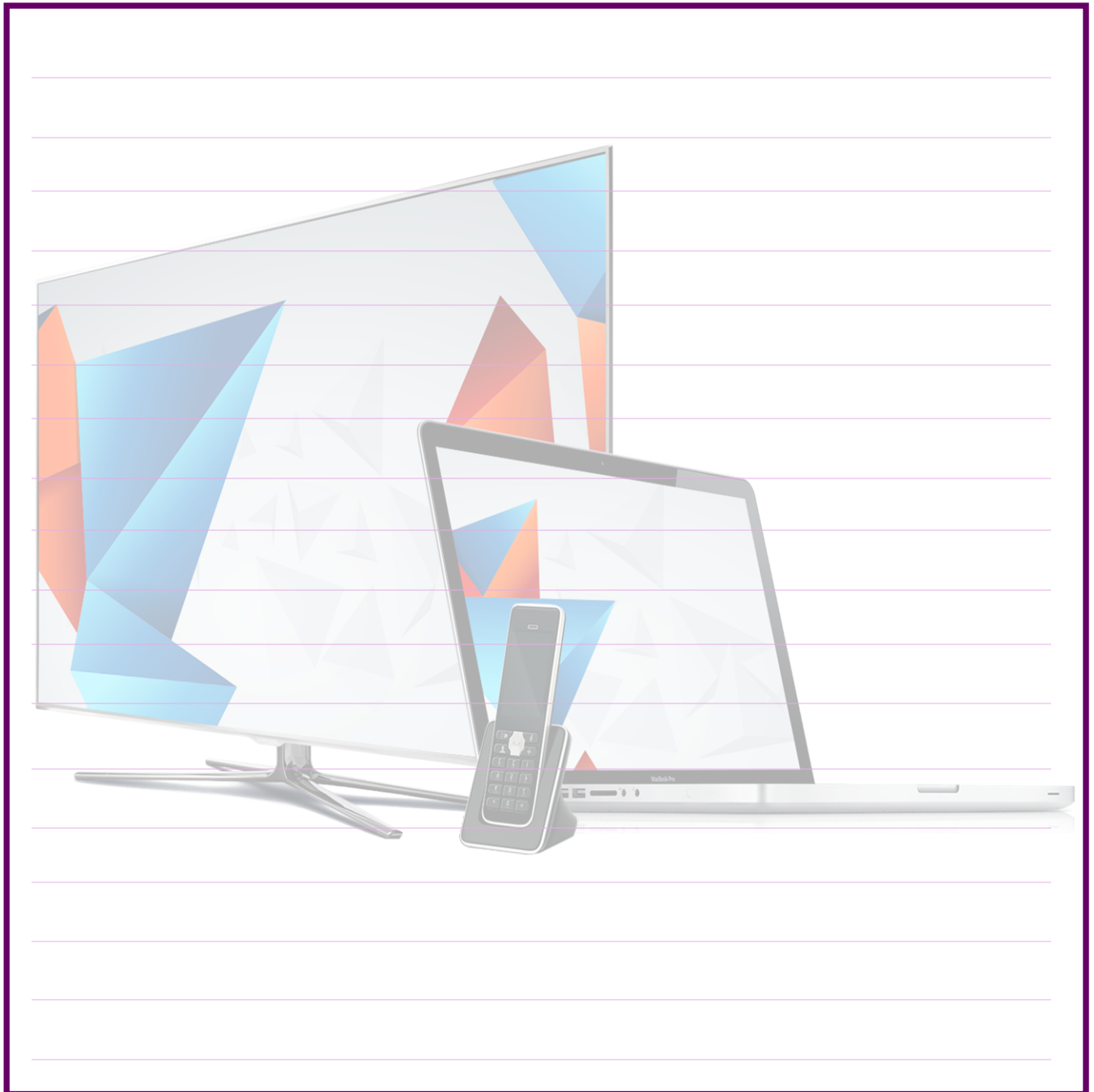


**Grade 6-8**

2022/23

## Would you rather live without TV or live without internet?

Explain your reasons why.



The writing area is a large rectangle with a purple border and horizontal lines. In the center, there is a faint, semi-transparent illustration of a television, a laptop, and a mobile phone. The television is on the left, the laptop is in the middle, and the mobile phone is in front of the laptop. The background of the illustration is a light gray with abstract blue and orange geometric shapes.

**You have just started your own  
YouTube channel.**

**Why are you starting the channel?  
What is it about?**



# Media Literacy Exercise 3

## Select one of the following messages:

- ① Believe in Yourself
- ② Make Healthy Food Choices
- ③ Love Your Body
- ④ Protect Your Environment
- ⑤ Become a Community Volunteer
- ⑥ Promote Active Living

## Select a Media Type:

- ① Poster/Billboard
- ② TV Commercial
- ③ Radio
- ④ Song
- ⑤ Web Based
- ⑥ Newspaper/Magazine

Media is used to communicate a message to many people. For this exercise, you are to create a media message. The goal is to influence the mind of others. Be creative and be prepared to share your media message.

1. Which message will your media message focus on?

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2. Which media type will you produce?

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3. Who will the media message be targeted at (children, teenagers, adults)?

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4. What will your slogan/title or jingle be?

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5. How will you make your media message effective?

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6. What impact do you intend for it to have on people?

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