

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

# MEDIA LITERACY



**Grade 3-5**

Mentee: \_\_\_\_\_

Grade: \_\_\_\_\_ Date: \_\_\_\_\_

**MEDIA  
LITERACY  
ACTIVITY 1**

**What's in the frame?:** Watch the House Hippo 2.0 video on YouTube below and then answer the questions.



[https://www.youtube.com/watch?v=5R\\_tOSRynZU&ab\\_channel=MediaSmarts%7CHabiloM%C3%A9dias](https://www.youtube.com/watch?v=5R_tOSRynZU&ab_channel=MediaSmarts%7CHabiloM%C3%A9dias)

When you first watched the video, did you think it was real?

How do you think the video was made?

Mentee: \_\_\_\_\_

Grade: \_\_\_\_\_

Date: \_\_\_\_\_

**MEDIA  
LITERACY  
ACTIVITY 1**

**What's in the frame?:**

Look at the pictures below and then answer the questions.



1. Which pictures are IN frame?
2. Which pictures are OUT of frame?
3. Which are real? Which are fake?
4. This is called "framing the message". Can you frame your own message? Explain.

Mentee : \_\_\_\_\_

Grade : \_\_\_\_\_

Date: \_\_\_\_\_

**MEDIA  
LITERACY  
ACTIVITY 2**

**Can you spot the ad?**  
Open the links below and then answer the questions.



[https://www.youtube.com/watch?v=xmsglZvEBLY&ab\\_channel=AmazonFresh](https://www.youtube.com/watch?v=xmsglZvEBLY&ab_channel=AmazonFresh)

Complete this table by adding answers into either the AD or CARTOON columns.

AD	CARTOON

- Has a branded character (Quik bunny)
- Is funny
- Tells a story
- Talks about a product
- Has animated characters
- Shows a product (Quik)

**Is this an ad or a cartoon? Explain your answer.**

Mentee : \_\_\_\_\_

Grade : \_\_\_\_\_

Date: \_\_\_\_\_

**MEDIA  
LITERACY  
ACTIVITY 2**

**Can you spot the ad?**

Open the links below and then answer the questions.



<https://www.marketjs.com/case-study/html5-basketball-games-to-promote-a-snack-brand>

Complete this table by adding answers into either the AD or GAME columns.

AD	GAME

- You solve problems
- Has a brand logo (Hula Hoops logo) Tells a story
- You control a character
- You fight enemies

**Is this an ad or a game? Explain your answer.**

Mentee : \_\_\_\_\_

Grade : \_\_\_\_\_

Date: \_\_\_\_\_

**MEDIA  
LITERACY  
ACTIVITY 3**

**Facts and Opinions:** Read the important information below and then complete the questions.

A **FACT** is a statement that can be proven true or false.

An **OPINION** is the sharing of someone's beliefs or thoughts.

1. Place the letter **F** for facts or **O** for opinion in the table below.

- \_\_\_\_\_ Spiders have two body parts and eight legs.
- \_\_\_\_\_ Goldfish are the best pets you can have.
- \_\_\_\_\_ Riding bikes is the best way to lose weight.
- \_\_\_\_\_ One way to help the Earth is to recycle metal and plastic.
- \_\_\_\_\_ Basketball is a well-known sport in the United States and other countries.
- \_\_\_\_\_ Purple is a colour everyone should wear.
- \_\_\_\_\_ Spiders are the scariest creatures in the world.
- \_\_\_\_\_ Mixing yellow and blue makes the colour green.
- \_\_\_\_\_ Dogs are pets that have different needs than parakeets.
- \_\_\_\_\_ Earth is the most beautiful planet.

2. Now that you have completed the task, why is knowing the difference between facts and opinions important to you?