

DYP 21st Century Skills

MEDIA LITERACY



Grade 6-8

Mentee : _____

Grade : _____ Date: _____

**MEDIA
LITERACY
ACTIVITY 1**

Ad Analysis: Watch the video below. Your task is to judge whether the content is authentic and see how the media construct messages through persuasive techniques, potential biases or stereotypes.



https://www.youtube.com/watch?v=9dfWzp7rYR4&ab_channel=BBC

1. What was the main idea/message of the video?

2. Was it believable?

3. What elements of the video helped to make it seem authentic/truthful?

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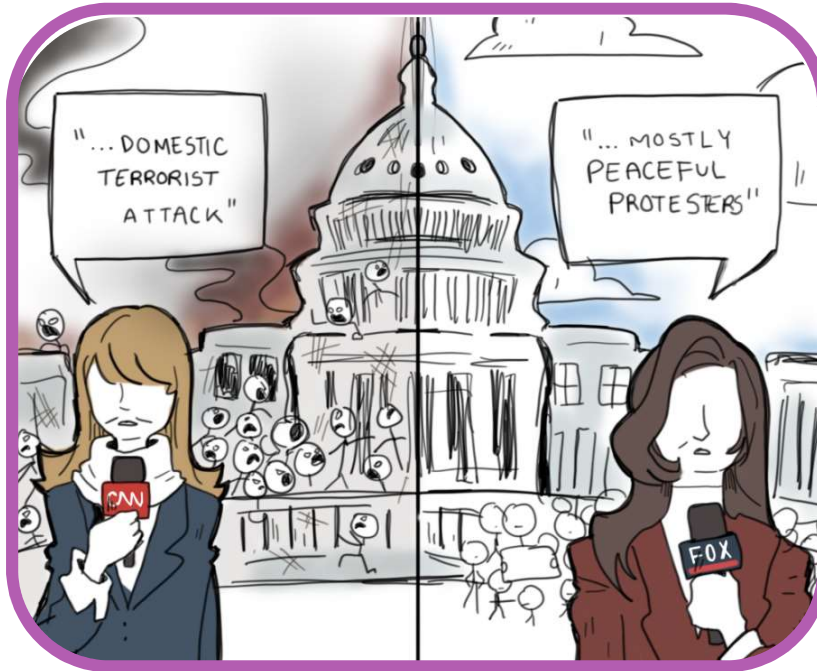
Date: _____

**MEDIA
LITERACY
ACTIVITY 2**

Media Bias Hunt:

Look at the picture below. Then try to answer questions to the best of your ability.

MEDIA BIAS occurs when journalists or news organizations allow their own opinions to affect the news that they report and the way that they report it.



This picture is about the January 6 United States Capitol attack in 2021

1. Go online and see how CNN and FOX covered this news story.
2. Does the picture above reflect the biases in how both CNN and FOX reported the story?
3. Why do you think the two media organisations - Fox and CNN - say different things about the same event?

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**MEDIA
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ACTIVITY 3**

Media Literacy Poster Project:

Create a poster that highlights the key elements of media literacy, such as identifying reliable sources, fact-checking, recognizing bias, and being respectful online. Below is an example.

I Have Digital Literacy Skills

- I can locate information.**
I use digital technology to effectively search for relevant and reliable information sources.
- I can evaluate sources.**
I analyze sources of digital information for credibility, bias and influence.
- I can interpret meaning.**
I determine meaning from various digital sources that represent multiple perspectives.
- I can express my ideas.**
I create digital content to express myself and voice my ideas.
- I can communicate with others.**
I safely and responsibly collaborate with and learn from others online, including those who think differently than me.
- I can navigate technology ecosystems.**
I'm aware that my online actions influence my digital landscape, leave a trail and impact my privacy.