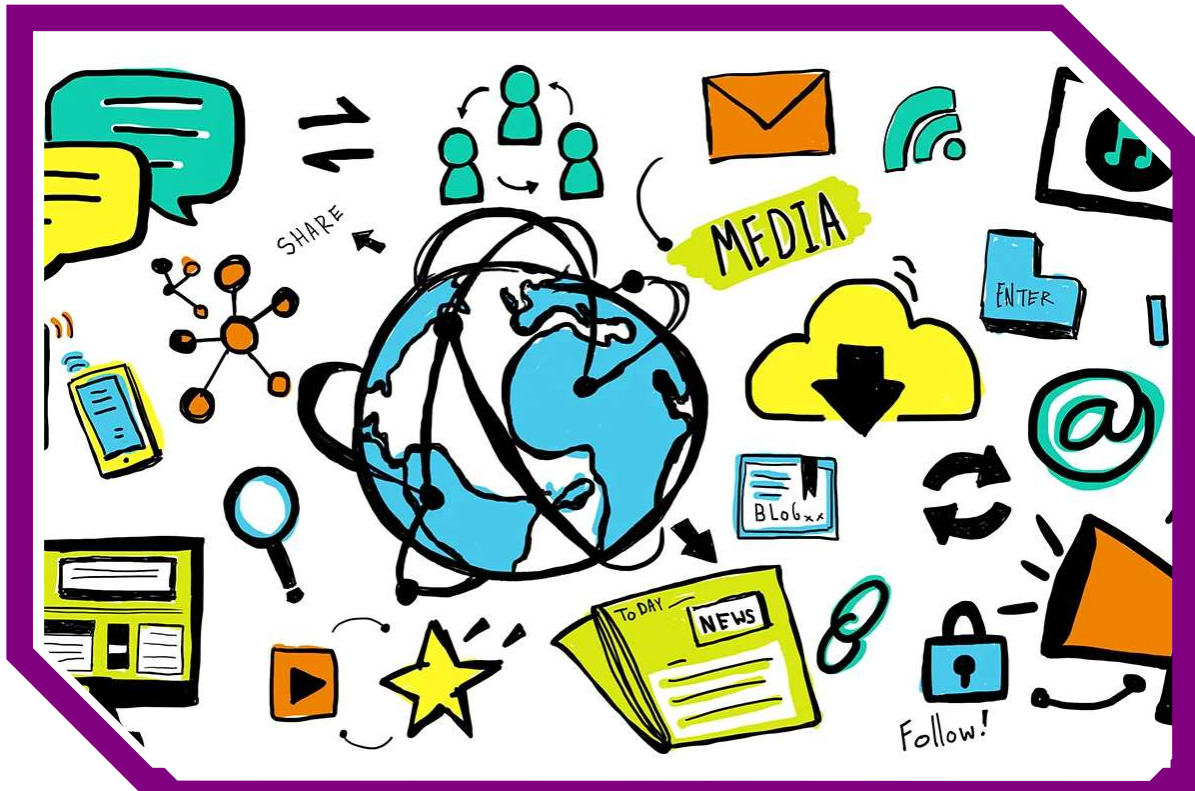


## DYP 21<sup>st</sup> Century Skills

# MEDIA LITERACY



**Grade 9-12**

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

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

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

**MEDIA  
LITERACY  
ACTIVITY 1**

**Decoding Media Bias:**

Your goal is to compare how different news outlets present information to see potential bias in reporting.

**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.

Go to the following news organizations and complete the questions below.

News Website	Homepage News Items	Politics Section News Items
CNN <a href="http://www.cnn.com/">http://www.cnn.com/</a>	1. 2. 3.	1. 2. 3.
Fox News <a href="http://www.foxnews.com/">http://www.foxnews.com/</a>	1. 2. 3.	1. 2. 3.
MSNBC <a href="http://www.msnbc.com/">http://www.msnbc.com/</a>	1. 2. 3.	1. 2. 3.
What do you notice/stands out to you about the differences?		
Why do the different news organizations have different stories?		

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

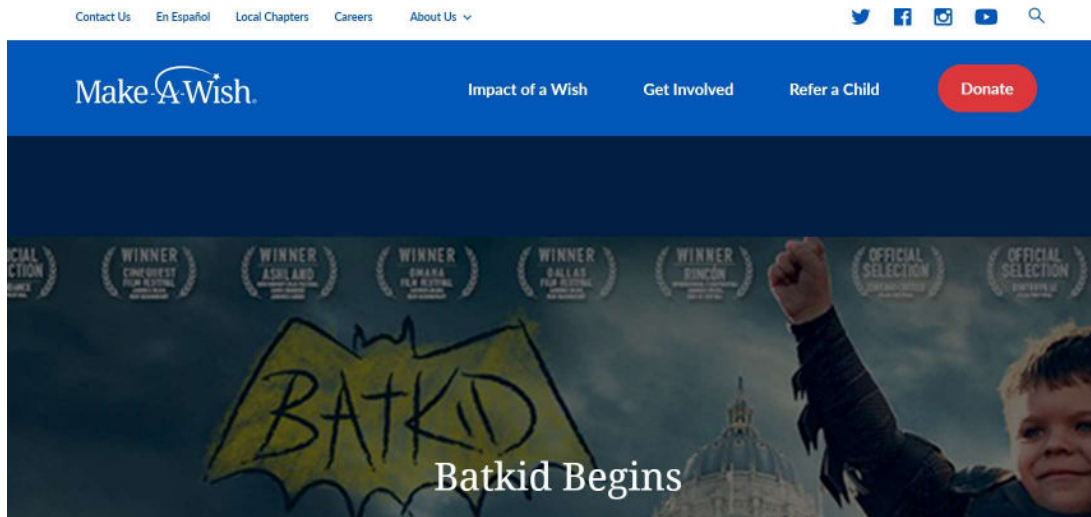
Grade : \_\_\_\_\_

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

**MEDIA  
LITERACY  
ACTIVITY 2**

**Social Media Campaign Assessment:**

Your task is to examine different campaign goals, target audience, messaging, and use of visuals. Click on the links below and answer the 2 questions.



<https://wish.org/batkid>

1. What is this campaign about?

2. In your opinion, why did this campaign work?

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

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

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

**MEDIA  
LITERACY  
ACTIVITY 2**

**Social Media Campaign Assessment:**

Your task is to examine different campaign goals, target audience, messaging, and use of visuals. Click on the links below and answer the 2 questions.



[https://www.youtube.com/watch?v=3lhJEQ7BAEY&ab\\_channel=BCProductions](https://www.youtube.com/watch?v=3lhJEQ7BAEY&ab_channel=BCProductions)

1. What is this campaign about?

2. In your opinion, why did this campaign work?

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

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

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

**MEDIA LITERACY ACTIVITY 3**

**Media Literacy in History:**

Take a look at how the media covered the moon landing in 1969 and how the media look at it today. Remember, this is just one of many ways the media can cover and portray the moon landing - then and now!

**FIX THE BALL**  
FOR A BASKETBALL  
EVERY WEEK  
IN THE P&J

**THE PRESS AND JOURNAL**  
27th Year No. 31,729 MONDAY JULY 21 1969

**110 PIPE**

**Flawless** 'Eagle has landed,' mission control tells world after gentle touchdown

**THE HISTORIC FOOTSTEPS**

**Armstrong takes early stroll on the moon**

**MAN HAS LANDED AND WALKED ON THE MOON.**

American Neil Armstrong and Edwin Aldrin 280,000 miles from the planet earth, had setling in a dusty landing on the moon's alien soil at 9:57 p.m. EDT yesterday and it was Armstrong who made the first step: not their strange globe.

In a bulky suit that gave him the life-sustaining environment of his planet, Armstrong climbed laboriously down the nine steps on a ladder at the side of his spaceship. Aldrin, his companion on this trek of history, waited inside the ship eager to watch Armstrong's progress before venturing down himself.

**IMPATIENT PAIR**

They had been impatient to be out-to-complete man's second dream. They asked, and received permission, to make their walk early.

Eagle landed on the moon while Michael Collins was in the mother ship that brought them—conditioned to guide the crew waiting their rescue 24 hours later.

Earlier Armstrong and Aldrin saw their fragile spaceship Eagle to a gentle touchdown on the moon. "The Eagle has landed" classic message to Houston, Texas, said the world.

The traditional landing time—after the Soviets 240,000-mile journey from earth and 12 revolutions round the moon—was a mere 81 seconds ahead of 8:14 a.m. EDT.

Mission control gave the Russian touchdown time approximately 90 hours 30 minutes and 31 seconds into the moon mission 10:17 a.m. EDT July 21.

As the landing was watched the ground controller was heard to say: "We got a bunch of guys on the ground about 10:17 a.m. We're breathing again."

The first footsteps on the lunar crust came after a time to correct an Eagle engine puffing down lunar air that ran 40,000 feet and 20,000 feet north and then down to 10,000 feet through the 10th feet mark.

The astronauts' heavy boots, cushioned by sandbags and surrounded by nitrogen gas, for the way the light was going, looked off the ground surface.

At one point in the conversation, shortly after landing, mission control referred to Aldrin as "Tranquility Base"—that's the space station on the moon's leg of Tranquility.

**'DON'T FORGET ME'**

Two minutes after landing Aldrin called: "We're going to the inside of what's across here. You'll have to be a million of every variety of things—granularity, consistency, a collection of tens about every kind of rock."

"Where depends on what angle you're looking at... Rocks and boulders look as though they're going to have some interesting history."

At the point, an ground control was congratulating Armstrong and Aldrin on their landing performance. Michael Collins, sitting alone in the moon ship, Tranquility, turned in to say: "Don't forget me up here." Collins asked that Aldrin be told to switch to an open antenna that would enable him to hear their talk. "I



**LONGER TOURIST SEASON URGED**

ALL TOURISTS PASSENGER WHOSE THE HOLIDAY SEASON BEGINS... (text continues)

**EARLY ISSUES**

CONSIDER THE SITUATION... (text continues)

**Stewart again**

THE DEPT. OF AGRICULTURE... (text continues)

**Duke's polo fall**

THE DEPT. OF AGRICULTURE... (text continues)

**MANY MORE WINNERS**

Both Silver Champion and The Golden... (text continues)

**FIX-THE-BALL AND WIN \$2400**

The Fix-the-Ball Contest... (text continues)

**BROCH SHOTS**

With lists of names... (text continues)

**Wilson's Summer Sale**

1969

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

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

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

**MEDIA  
LITERACY  
ACTIVITY 3**

**Media Literacy in History:**

Look at how the media covered the moon landing in 1969 and how the media look at it today. Remember this is just one of many narratives the media cover about the moon landing.

STARTS WITH A BANG — JANUARY 13, 2022

# Four scientific ways we can be certain the Moon landings were real

Even though no human has stepped foot on the Moon's surface in 50 years, the evidence of our presence there remains unambiguous.



Credit: NASA/Apollo 11

Apollo 11 brought humans onto the surface of the Moon for the first time in 1969. Shown here is Buzz Aldrin setting up the Solar Wind experiment as part of Apollo 11, with Neil Armstrong snapping the photograph.

## KEY TAKEAWAYS

● Even though it's been a half-century since humans set foot on the Moon, there's overwhelming evidence that our trips to our lunar neighbor were not faked. ● The lunar landing sites have been imaged repeatedly, more than 8,000 photos from those journeys have been publicly released, and hundreds of pounds of lunar samples have been brought back to Earth. ● Moreover, the scientific equipment that we

2022

