

# Gr 3-4 St 1: Define Basic Terms Media Literacy

## Summary

Define with examples basic terms (e.g. media literacy, mass media, local media, social media).  
Review previous terminology.

## Main Core Tie

Elementary Library Media (K-5)

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## Time Frame

1 class periods of 30 minutes each

## Group Size

Large Groups

## Life Skills

Thinking & Reasoning, Communication, Character, Social & Civic Responsibility

## Materials

White Board  
Computer  
Books  
Periodicals  
Games  
Pictures

## Background for Teachers

Definition of Media and Media Literacy

- <https://name.net/publications/media-literacy-definitions/>
- <http://www.medialit.org/media-literacy-definition-and-more>
- <http://www.dictionary.com/browse/mass--media>
- <https://www.merriam-webster.com/dictionary/social%20media>

## Student Prior Knowledge

Definition of Media and Media Literacy

Media is any means by which messages are communicated. Media literacy is being smart about and understanding messages in the media.

## Intended Learning Outcomes

Students will be able to define what media is and give examples. Students will define mass media, local media, and social media and discuss the differences between them.

## Instructional Procedures

The teacher will review the term media and give the definition. "Media is any means by which messages are communicated."

Students will write on the white board their examples of media (books, posters, Television

advertising). The teacher will introduce the terms mass media, local media, and social media and provide examples.

Mass Media: "Any of the means of communication, as television or newspapers, that reach very large numbers of people."

Local Media: "Media vehicles, such as newspapers, radio stations, television stations, and cable stations, that function primarily to serve the communications needs of the communities or metropolitan areas in which they are located."

Social Media: "Forms of electronic communication (such as websites for social networking through which users create online communities to share information, ideas, personal messages, and other content (such as videos))"

Random students will be given a type of media and will have to define it as a form of mass media, local media or social media. Examples: TV, magazines, local newspaper, local radio station, facebook, twitter.

### Assessment Plan

Random students will be able to give the definitions of mass media, local media and social media. Random students will be given a type of media and will have to define it as a form of mass media, local media or social media. Examples: TV, magazines, local newspaper, local radio station, facebook, twitter.

### Bibliography

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