

Gr 1 St 2: Messages are Constructed

Summary

Recognize that specific elements (e.g., visual images, music, special effects) are used to construct a message for intended purposes.

Main Core Tie

Elementary Library Media (K-5)

[Strand 10 Standard 2](#)

Time Frame

1 class periods of 30 minutes each

Group Size

Large Groups

Life Skills

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

Materials

Video: [TV Smarts: How Do They Make Things Look So Good?](#) Part 2 Found at Media Education Lab.

Teacher found toy commercial to have students analyze

Background for Teachers

The teacher needs to know that media are intentionally created and specific techniques are used to make a product or show appealing.

Techniques: Lighting and color, sound effects, quick cuts, music, and editing.

The teacher needs to find a toy commercial to share with students. Example: [Cars 3 Crazy Crash 'N Smash Racers TV Spot](#)

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 understand that media creators use specific techniques to get their attention and to make a program or product look appealing.

Instructional Procedures

Students will review the definitions of Media and Media Literacy. Students will review the definitions of Media and Media Literacy. Students will be introduced to techniques used to make a media product appealing by viewing the Video TV Smarts: How Do They Make Things Look So Good? Part 2 Found at Media Education Lab.

Techniques discussed: Lighting and color, sound effects, quick cuts, music, and editing.

Teachers will show TV Smarts: How Do They Make Things Look So Good? Part 2.

Then discuss the different techniques with the teacher guiding the students.

Show a commercial and analyze for the different techniques. View commercial as many times as needed to make sure students understand and can explain the different techniques.

Provide another commercial for students to analyze on their own or in a group. This may need to be done in a separate lesson.

Assessment Plan

Students will watch a commercial and analyze it for techniques discussed. Random students will be called upon to share their findings.

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