

# Effective media literacy activities in the classroom

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# Publications and other 'activities'

Tutor at two distance courses on Media literacy and Formative assessment;  
Lecturer at the Minsk Regional Institute for Professional Development;  
Co-author of the book "Media literacy at school", Minsk, 2016;  
Author of "Lesson plans for Form 10", Minsk, 2021



# Outline:

1. What is media literacy?
2. Why are media literacy skills important nowadays?
3. How can we develop media literacy in the classroom?
4. Q&A



# What is Media literacy?

- ▶ Media literacy is the ability to **ACCESS, ANALYZE, EVALUATE, CREATE, and ACT** using all forms of communication. Media literacy builds upon the foundation of traditional literacy and offers new forms of reading and writing. Media literacy empowers people to be critical thinkers and makers, effective communicators and active citizens.
- ▶ <https://medialiteracyweek.us/resources/media-literacy-basics/> **the National Association for Media Literacy Education (NAMLE)**

# Your social media alphabet



Android



Blogger

classmates

Classmates



Delicious

Eventbrite

Eventbrite



Facebook



Google+



Hootsuite

iOS

iOS

jive

Jive



Klout



LinkedIn



Myspace

NETLOG

Netlog

orkut

Orkut

Pinterest

Pinterest

Quora

Quora



Reddit



StumbleUpon



Twitter



Ustream

viadeo

Viadeo



Wordpress

XING

Xing



Yammer



Zoomr

# Media skills of 8-10 year olds

<https://iite.unesco.org/mil/>

- ▶ How to use different kinds of dictionaries;
- ▶ How to make a request at school or local library (as well as to find the book you need on your own);
- ▶ How to make up a short request while searching for the information on the internet;
- ▶ Awareness of the fact that the information in various sources can be different;
- ▶ Awareness of the fact that there are different levels of communication (formal or informal)



# Media skills of 11-15 year olds

<https://iite.unesco.org/mil/>

- ▶ How to check the information and awareness of the fact that there should be negative consequences of sharing fake information;
- ▶ How to build the strategy of searching for the necessary information;
- ▶ How to be a member of internet community (active participation in social media, sharing and discussing information);
- ▶ How to prove your idea (the skills to find strong proofs, key points and reasons in order to convince others);
- ▶ How to create projects in a team with the help of some internet tools

# Media skills of 16-18 year olds

<https://iite.unesco.org/mil/>

- ▶ Awareness of the fact that there are additional criteria of media: authorship, relevance, purpose, accuracy, objectivity etc.
- ▶ Awareness of different types of information behaviour (the way people search for and use information in various contexts)

# Media content

- ▶ Pictures
- ▶ Video
- ▶ Ads
- ▶ Cartoons
- ▶ Comic books
- ▶ Images on banknotes
- ▶ Fakebook, etc.

















# Work with pictures

- ▶ Enlist as many objects as you can in the picture;
- ▶ Define the theme (prove it with the help of 3-4 words from the picture);
- ▶ Quick description from the memory;
- ▶ “True/ False statements”, answering questions (from the memory);
- ▶ Correct the mistakes (from the memory);
- ▶ Make up a story;
- ▶ What was going on 5 minutes before the shot (what is going to happen in 5 minutes)



# Comparison between a literary work and a cartoon



# “Jungle Book”, “The Emperor's New Clothes”

## ***Criteria:***

- ▶ Find at least 5 different traits in appearance of main characters and in their character (use adjectives of colour, quality etc.);
- ▶ Find at least 5 common traits;
- ▶ Which character do you prefer more and explain why (from the book or from the cartoon);
- ▶ Find some details which prove that the cartoon is modern



# Comics





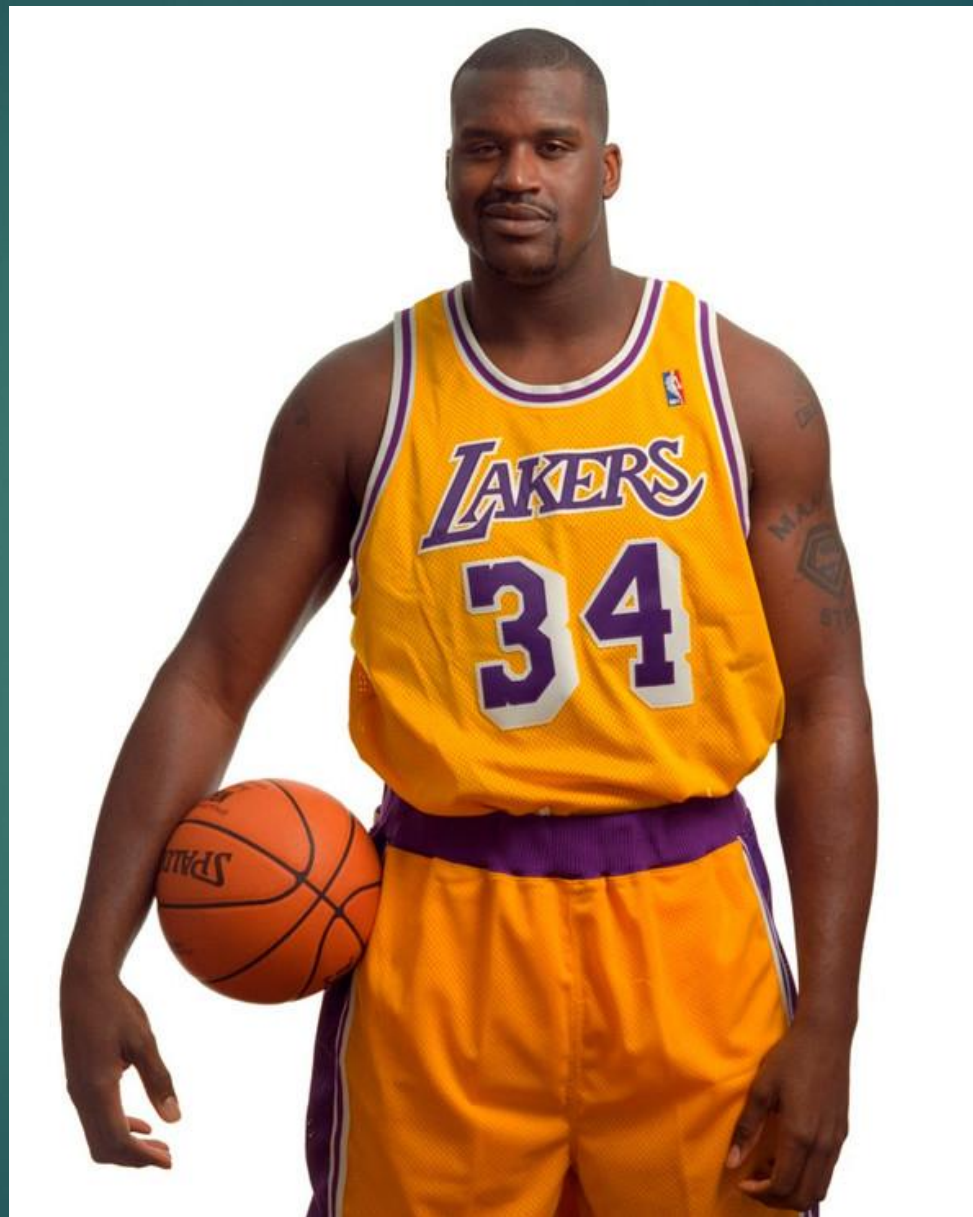
# Media ABC



A



B





C











Trea

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Ipfic

# The man on the moon

▶ <https://www.youtube.com/watch?v=AsyD3W2pWU8>

# Let's analyze ads

- positive adjectives and superlative forms of comparison;
- “join us and you’ll be cool”;
- not the whole truth about the product;
- negative comparison with “other products”;
- expert’s opinion;
- repeated words or phrases, rhythm and rhyme;
- pleasant music and bright images



# Let's analyze ads

▶ [https://www.youtube.com/watch?v=zY\\_OaZAIdFA](https://www.youtube.com/watch?v=zY_OaZAIdFA)

## ▶ Fakebook (classtools)

▶ <https://www.classtools.net/FB/home-page>

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