

MEDIA LITERACY

Ideas and Resources

All of these links are available at: myteacherscorner.ca/media.html

MEDIA AWARENESS NETWORK

[Http://www.media-awareness.ca/english/teachers/index.cfm](http://www.media-awareness.ca/english/teachers/index.cfm)

Lessons and resources for media education. 30 lesson plans geared to the primary level. There are also five media based games, including: Privacy Playground, which is geared to students 8 -10. The game includes a teachers guide.

[Http://www.beincrediblycreative.com](http://www.beincrediblycreative.com)

Assessment Rubrics - Curriculum Grid

Media Literacy resources for grades 3 - 5. Lessons include: examples of media text and "slogan" writing. It is a commercial unit, but has good ideas. You also need to sign-up, but it is free and I have yet to receive junk mail from it.



[Http://www.pbs.org/teachers/readlanguage/inventory/mediastudies-35.html](http://www.pbs.org/teachers/readlanguage/inventory/mediastudies-35.html)

This link provides you with 21 resources geared for students in grades 3-5.

QUICK LINKS

This provides a quick list of the expectations for the Grade 3 Media Literacy section.

[Http://www.angelfire.com/ms/MediaLiteracy/Grade3.html](http://www.angelfire.com/ms/MediaLiteracy/Grade3.html)

Advertising in the Media

[Http://www.cln.org/themes/media_advert.html](http://www.cln.org/themes/media_advert.html)

Links and Resources

[Http://www.swlauriersb.qc.ca/schools/recit/ml/mllinks.htm](http://www.swlauriersb.qc.ca/schools/recit/ml/mllinks.htm)

Approaches to Media Literacy

<http://www.ced.appstate.edu/departments/ci/programs/edmedia/medialit/article3.html>

COMMERCIAL LINKS

Both of these sites are accessible at school!

[Http://campaignforrealbeauty.ca](http://campaignforrealbeauty.ca)



Dove Evolution commercial. Click to watch, once Media Player starts playing, click File, Save As and you can save the commercial to the computer. Can only be played on the computer (not a DVD format).



[Http://www.retrojunk.com/list_commercials.php](http://www.retrojunk.com/list_commercials.php)

Commercials from the 1970s - 1990s.