



Activity #1 - Introducing Media Forms

Goal: to assess students' background knowledge and to have students identify examples of simple media text.

Teacher Suggestions

Page Reference

1. Prior to beginning the unit on Media Literacy:
 - Send home the letter to parents informing them of the unit. 7
 - Set up a small class display/bulletin board to show examples of print media. Add to the display as the unit progresses. Use word cards to match up to concrete objects. 9-10
2. **Beginning the Unit:**
 - Introduce the term “media” and explain that we use media forms to send messages to each other. Ask students to identify print media objects on display. Place word cards with appropriate objects. Discuss words on remaining cards and ask students to bring in examples to add to the display.
3. Explain that there are other forms of media other than print. Use the word/picture cards to illustrate this point. Display cards or use on a chart. 10-14
4. Review the recognition of media forms by making a game of matching the words and the pictures.
5. **Optional Activities:**
 - i) The Word Search puzzle will provide further reinforcement of vocabulary skills. 15
 - ii) Can You Find Me? visual discrimination: hidden pictures of media forms 16
 - iii) Media Match: vocabulary and picture match: make one (or more) sets of vocabulary cards and media pictures for an activity for language learning center. 17-18



Word Cards For Media Print Display

Understanding
Media
Texts



book

**comic
book**

flyer

**greeting
card**

magazine

logo

mail

newspaper



**post
card**

sign

bulletin board



CD's



DVD's



videos

Picture/Word Cards For Non Print Media

Understanding
Media
Texts



TV commercial



painting





photos



radio





TV show



movie in a theatre





video game



logo



Word Search - Media Forms

Name: _____

Look for these words in the puzzle. When you find a word, draw a circle around it.

Words to find:

books	CD	flyer	logo	mail
movie	photos	radio	sign	television

q	w	e	r	t	y	u	i	C	D
p	o	m	p	a	s	d	r	f	g
h	j	a	k	m	l	z	a	x	c
o	v	i	b	o	n	m	d	l	q
t	e	l	e	v	i	s	i	o	n
o	w	e	r	i	t	i	o	g	y
s	u	i	p	e	z	g	x	o	c
v	b	n	m	p	y	n	t	r	e
w	b	o	o	k	s	q	a	s	d
f	g	h	j	k	f	l	y	e	r











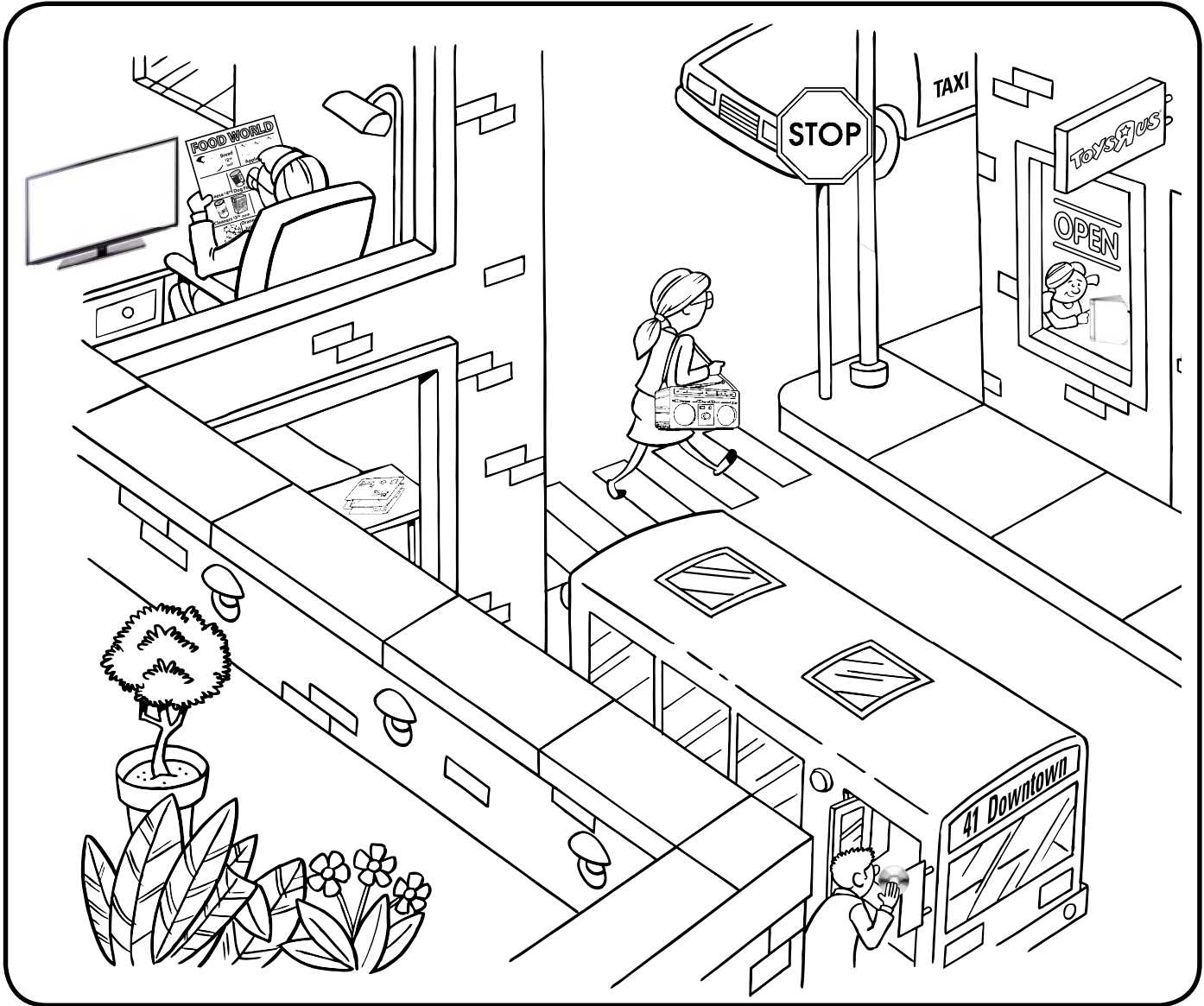


Can You Find Me? Media Forms

Name: _____

Look for these media forms hidden in the picture. Colour the object when you find it.

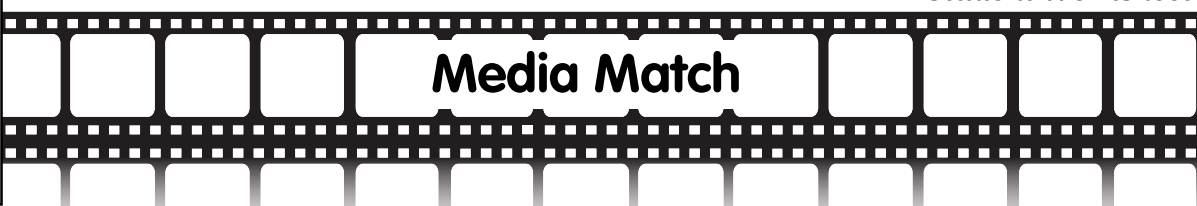
book 	CD 	television 	logo 	
mail 	radio 	stop sign 	food flyer	



Media Match

<p>book</p>	
<p>comic book</p>	
<p>flyer</p>	
<p>greeting card</p>	
<p>magazine</p>	
<p>logo</p>	





<p>mail</p>	
<p>newspaper</p>	
<p>post card</p>	
<p>sign</p>	
<p>bulletin board</p>	
<p>website</p>	

