

# Teaching Media Literacy in the Elementary Classroom

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# New Sunshine State Standards Information and Media Literacy

## Media Literacy

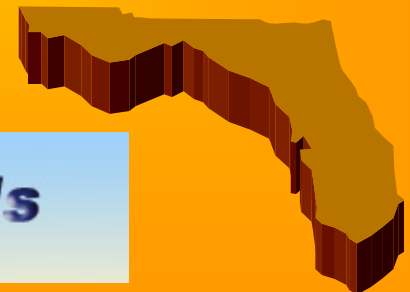
The student develops and demonstrates an understanding of media literacy as a life skill that is integral to informed decision making.

## Technology

The student develops the essential technology skills for using and understanding conventional and current tools, materials, and processes.

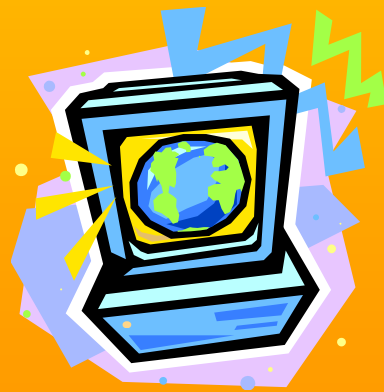


**Sunshine State Standards**



# del.icio.us

- 🖱️ Save all your internet favorites so you can access them from any computer with internet access
- 🖱️ Create a favorite list for your students to use



# Wiki-Pages

[pbwiki](#)

- ☞ A wiki is a web page that multiple people can edit
- ☞ Keeps track of changes (who, what, when)
- ☞ pbwiki allows educators to create wiki pages that require a password to access – keep it safe and private for your students

# Wiki-Pages

## Wikipedia

- ☞ Similar to pbwiki but open access to public
- ☞ This is a great tool for students to use for research and they can publish their own research by adding to an existing page or creating a new page
- ☞ Keeps track of changes (who, what, when)
- ☞ Requires more teacher supervision – many topics on wikipedia are not student appropriate

# GoogleDocs

- ☞ Create word and excel documents and allow students to work collaboratively on same document from different locations
- ☞ Keeps a record of changes (who, what, when)
- ☞ Accessible from any internet location
- ☞ Secure – requires a password

# Key Terms



## Wiki

- ☞ A web page that multiple people can edit
- ☞ Examples include [Wikipedia](#) and [pbWiki](#)

## Parody

- ☞ Mockery of traditional social expectations
- ☞ Examples include:
  - ☞ songs by Weird [Al Yankovic](#) and [Anita Refroe](#)
  - ☞ movies such as [Scary Movie](#), Monty Python, Saturday Night Live

# Key Terms



## Mash-up

☞ A combination of text clips put together to form a new text (text can be film, music, art, etc.)

☞ Examples:

☞ Psych and Green Day/Oasis Mash Up

## Montage

☞ Clips of images put together to portray the passage of time

☞ Examples:

☞ Daddy Day Camp and South Park Montage

# Key Terms



## Meme

- ☞ A concept with meaning that spreads through cultures like a virus
- ☞ Examples:
  - ☞ A Brave New World, Nike Swoosh, Catch 22

## Semiotics

- ☞ The use of signs and/or symbols to communicate
- ☞ Examples:
  - ☞ Stop signs, hand gestures, golden arches

# Key Terms



## Intertextuality

☞ A common idea that flows between purposeful, mythic, thematic, or specific ideas. With traditional text it is borrowing text and reusing it in a new format.

☞ Examples:

☞ Book transformations

☞ East of Eden by John Steinbeck retells Genesis, set in Northern California

☞ Ulysses by James Joyce retells Homer's Odyssey, set in Dublin

☞ The Simpsons

☞ The O.C.

# Key Terms



🖱️ Pop Culture

🖱️ Mainstream popular ideas at a given point in time

🖱️ 80s pop culture included: Debbie Gibson, Pac-Man, Rubik's Cube, jelly bracelets and shoes, Pretty in Pink

🖱️ Current pop culture includes: Wii, iPod, YouTube, retro tees, Ashley Tisdell, High School Musical

# Key Terms



## Blogs

- ☞ An on-line diary or discussion board that is readily shared with the public or with a select group via password or approval
- ☞ [My Space](#), [Media Literacy Blog](#)

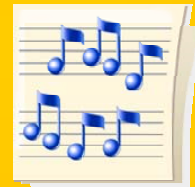
# Classroom Connections

## Types of Literacies

🖱️ Film



🖱️ Music



🖱️ Art (photography, paintings, sculptures)



# Let's Watch a Video Clip



## **We Are Marshall Where to begin**

[We Are Marshall](#)

As the school board prepares to terminate the football program after the tragic crash, a huge group of students gather outside to voice their support.

# Production Elements

## Key Terms

🖱️ Camera shots

🖱️ Editing

🖱️ Sound/music

🖱️ Lighting

🖱️ Casting

🖱️ Acting

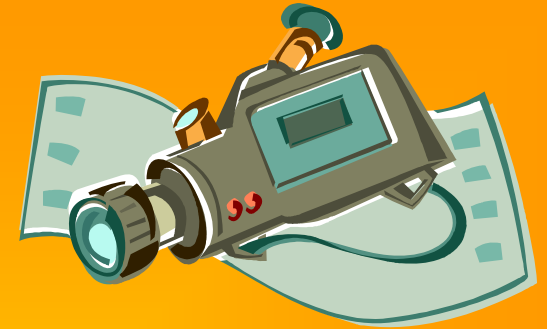
🖱️ Script

🖱️ Directing

🖱️ Setting

🖱️ Special Effects

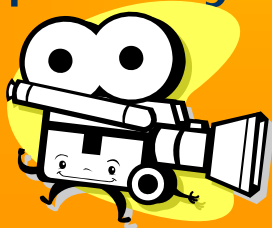
# Camera Shots



☞ How does a filmmaker use different types of shots, angles, or speeds to portray events or people?

☞ How would you characterize a filmmaker's consistent style in the use of camera shots and the effectiveness of that style?

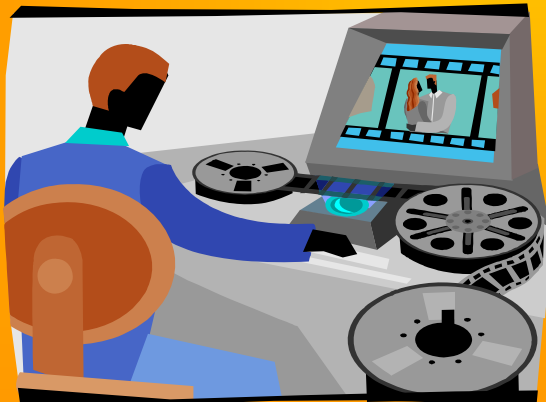
☞ How effective is this use of shots in portraying people or developing a storyline?



# Editing



- 🖱️ How does a filmmaker use editing techniques to develop a film's storyline or subject matter?
- 🖱️ What does a filmmaker include or exclude through this editing?
- 🖱️ How effective is the use of editing in developing suspense, engagement, or interest?



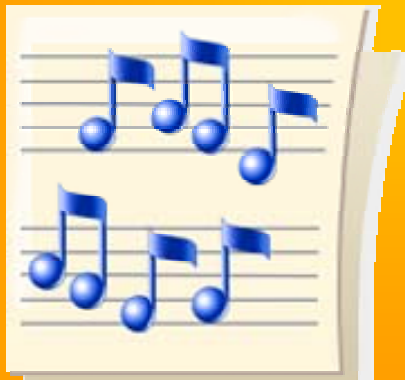
Beach, R. (2007). *A Web-Linked Guide to Resources and Activities*. New York: Teachers College Press.



# Sound/music

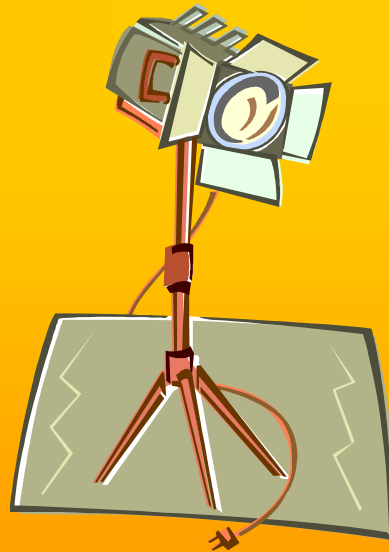


- 🖱️ What specific sounds or kinds of music does a filmmaker use to convey a film's meaning?
- 🖱️ Does this use of sounds or music enhance or detract from conveying these meanings?



# Lighting

- ☞ What are some specific uses of lighting in portraying people or places?
- ☞ What makes this use of lighting effective or not effective?



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# Casting

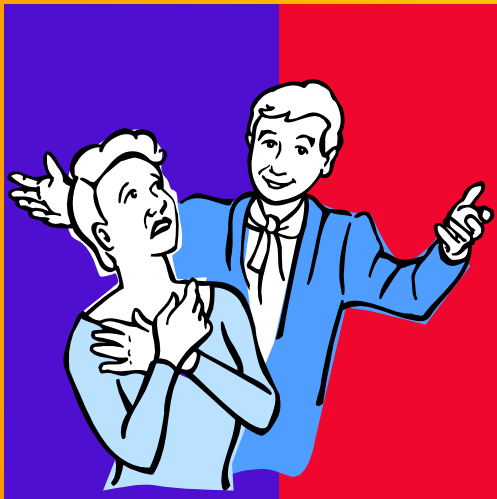
🖱️ Are the actors/actresses cast in the film the most appropriate for the roles in the film?



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# Acting

- ☞ What acting techniques do the actors/actresses use to portray their character's roles?
- ☞ How effective are they in portraying these roles?



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# Script

- ☞ How would you judge the quality of the characters dialogue in the film's script?
- ☞ Does the dialogue effectively portray the characters?



# Directing

- 🖱️ What are some of the unique features of the film that could be associated with the director's influence or directing style?
- 🖱️ How does this influence or style contribute to or detract from the film's quality?



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# Setting

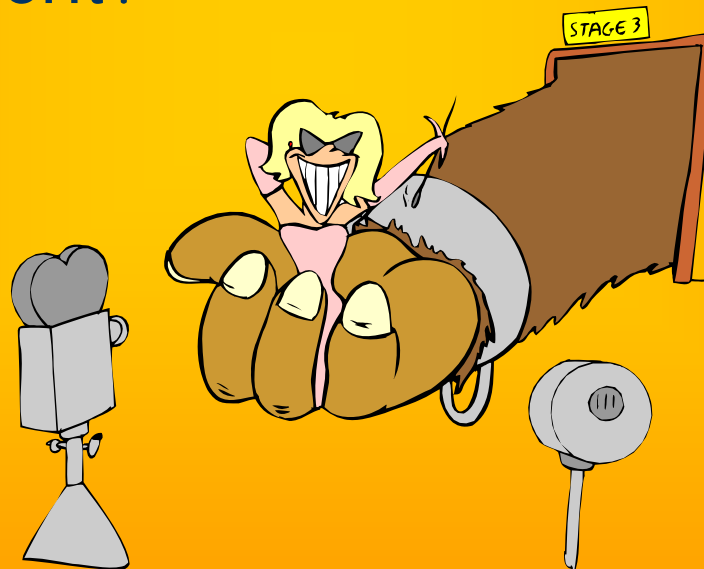
🖱️ How does the selection of the setting contribute or detract from the quality of the film?



Beach, R. (2007). *A Web-Linked Guide to Resources and Activities*. New York: Teachers College Press.

# Special Effects

☞ How are the specific effects employed in the film, and are they effective in enhancing the story development?



Beach, R. (2007). *A Web-Linked Guide to Resources and Activities*. New York: Teachers College Press.

# Let's Watch the Clip

## Again. We Are Marshall Where to begin



### [We Are Marshall](#)

As the school board prepares to terminate the football program after the tragic crash, a huge group of students gather outside to voice their support.

**Take this activity to your  
class with this clip:**



**HOOT**

**The Fight Continues**

# That's a Wrap!

- ☞ Remember to collaborate – use our pbwiki page (<http://medialiteracytraining.pbwiki.com/>) and blog (<http://medialiteracy.sosblog.com/index.htm>) to share your smart thinking!
- ☞ Diedre Allen: [allendie@pcsb.org](mailto:allendie@pcsb.org) or [ddallen2@mail.usf.edu](mailto:ddallen2@mail.usf.edu)
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