

PREPARATION TIME: 30'

TEACHING TIME: 1 X 60'

ABSTRACT

This learning scenario provides an introduction to the course of media literacy, that is, 20 lessons and the blended learning method. an introduction to some basic concepts of media literacy. This means understanding the role and power of the media in today's world, but also understanding how media messages are constructed and, as much as possible, acquiring the skills to make them yourself. The participants will be familiarized with and introduced to the key concepts in the field of media and communication, empowered and encouraged to take a critical, active citizen and socially responsible role towards the contemporary media landscape, and trained to produce articles in English of publishable quality.

KEYWORDS

Media, Message, Blended Learning, Lessons, Mass Media, Media Literacy

ONLINE EDUCATIONAL RESOURCES

- *Transnational Youth Magazine*
- *Introductory Lesson on mediactiveyouth.net*

LESSON AIM

The aim of the lesson is for students to understand and grasp the overall structure of the course 20 lessons that comprise it, main fields that it covers (concept of media literacy, critical approach to media messages, how messages are constructed, the role of journalism, how to improve style and composition, what is blended learning).

LESSON OUTCOME

Students will understand the structure of the course and the order of lessons, they will acquire the notion of the basic concepts and get an overall idea of the topics and issues that the course covers.

LESSON IMPLEMENTATION PROCESS

Min 1-10 Warming-up: A good opening of the topic for the first lesson is to ask a few general questions that will engage participants and get them involved. The educator then introduces the topic of the lesson and announces that it will provide an overview of the entire course; various teaching methods: lecturing, discussion, self-reflection.

10-30 Introducing participants: The educator briefly introduces him/herself and then ask the participants to shortly introduce themselves. This enables everyone to speak up already in the beginning, provides useful additional info the educator about the previous knowledge and skills of the participants and provides a sense of unity within the group.

30-55 Using a Prezi presentation, the educator shows the teaching material, and presents the structure of the course. S/he explains each of the 20 topics in a few sentences, and provides useful links containing the Transnational Youth Magazine and the teaching material online. While presenting the content make sure to interact with the trainees and encourage them for active participation.

55-60 Conclusion: Make a short summary of the lesson, remind the participants of the most important themes of the course (*What is Media Literacy?, How to critically read media messages?, The essence of responsible journalism, Basic principles of writing, The elements of style and Youth activism and the media*); ask a couple of questions which will help students to get reminded of the most important information that the lesson contained.

MATERIALS / TOOLS

Video projector, laptop/desktop, Internet connection, Moodle

PowerPoint/Prezi presentation containing visual materials (images and video clips) and research based factual information and links to additional content (Transnational Youth Magazine...).