

PREPARATION TIME: 30'

TEACHING TIME: 1 X 60'

## ABSTRACT

This learning scenario introduces the notion of the media. Participants will learn about the concept of the media, the origin and meaning of the word, examples of various media, from traditional to the most current, understand mass and global media, and discuss the role of the media in the process of communication.

## KEYWORDS

*Media,  
Communication,  
Mass Media,  
Communication Model,  
Jakobson*

## ONLINE EDUCATIONAL RESOURCES

- *Paris agenda for media education*
- *MediActive Youth Moodle Quiz*
- *UNESCO Media Education: A Kit for Teachers, Students, Parents and Professionals*
- *Media Literacy Now website*

## LESSON AIM

The aim of the lesson is for students to understand the importance of the media, their brief history, and to grasp the basics of the process of communication and the role of the media in it.

## LESSON OUTCOME

Students will understand better the basic model of communication and communication functions. They will grasp the role of the media and their history, distinguish between old and new and mass media, and advance a critical view of the media.

## LESSON IMPLEMENTATION PROCESS

**Min 1-5 Warming-up:** An effective way of involving participants and setting common expectations about what they will learn is to ask a few preliminary questions on the subject. The educator introduces the topic and class contents, prepares PowerPoint/Prezi presentation and Canvas app; various teaching methods: lecturing, discussion, group work, self-reflection.

**Collaborative learning** – first 30 minutes participants talk about the media; using a Prezi presentation, the educator shows representative examples and clips about the media and discussed with participants their role, history.

By using *Jakobson's model of communication* – elaborated in the presentation, the participants acquire a broader understanding of the communication process.

**30-50 Use of web resources as learning material** – Paris agenda on online education, UN agenda or the like. The task is for participants to read, summarize in several sentences and send via Canvas app, either Paris agenda (recommended) or some other key document by UN, UNESCO or EU about the importance of media education. This will give the participants idea about the crucial role of media literacy and education in contemporary world.

While presenting the content make sure to interact with the trainees and encourage them for active participation.

**50-60 Game Based Learning / Knowledge Assessment** – participants take a quiz on media literacy via Moodle/Kahoot.

Conclusion: Make a short summary of the lesson and ask a couple of questions which help underlying the most important messages you would like to give.

## MATERIALS / TOOLS

Video projector, laptop/desktop, Internet connection, Moodle / Kahoot!

PowerPoint/Prezi presentation which is enriched with visual materials (images and video clips) and research based factual information. Canvas app for receiving and displaying joint information/responses