

Raising awareness through media



LESSON OBJECTIVE

Students will learn about and identify ways in which various types of media can be used to promote awareness around an issue.



▶ ESSENTIAL QUESTIONS

- ▶ How can digital media promote awareness around an issue?



▶ AGE

- ▶ 11-18



▶ MATERIALS

- ▶ Projector



▶ PREPARATION

- ▶ Identify a video to demonstrate how media can be used to foster awareness and advocacy relevant to your community
- ▶ Students need internet access to complete this lesson



▶ ISTE DIGCITCOMMIT COMPETENCY

- ▶ ENGAGED: I use technology and digital channels for civic engagement, to solve problems and be a force for good in both physical and virtual communities.



SUPPORT MATERIALS

Visit facebook.com/fbgetdigital to access resources for parents and young people that can complement the lesson students took on Empowerment today.

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Using media for change

TELL YOUR STUDENTS

Media is an awesome tool for sharing ideas with others. For many, digital media platforms are their favorite way to communicate their messages. For instance, HolaSoyGerman uses YouTube to share funny stories with people around the world and Malala Yousafzai uses Twitter to stand up for the rights of women and young people.

Sometimes, young advocates use digital media to target specific problems. For example, Amandla Stenberg is a young actress and activist who released a video in 2015 about black culture and cultural appropriation for her history class. By releasing the video, she acted as an advocate and raised awareness about an issue she is passionate about. Other people prefer to use analog, non-digital media platforms like TV, radio or newspapers to tell an audience about their ideas.

VIDEO

On a projection screen at the front of the room, show a recent video example aligned with your/students' local/regional context to illustrate further how media can be used to foster awareness and advocacy around a particular cause.

TELL YOUR STUDENTS

As advocates for change, media of all sorts can be powerful tools for achieving our goals. In the following activity, you will explore this idea by creating a message and spreading it across various types of media to reach a large audience.

Assignment

Part 1

TELL YOUR STUDENTS

Find an example of media (e.g., a YouTube video, Facebook post, a picture) that is inspiring and might be a good way to help spread a message about a cause that you care about. You will have 15 minutes to find this content. Afterwards, each student will show the group what they found and why they think it is inspiring.

CLASS INTERACTION

Give students 15 minutes to find an example of media that they believe effectively spreads a message about a cause. Afterwards, take 15 minutes and ask each student to briefly describe and/or show the media to the group and discuss why they think it is inspiring.

The second portion of this assignment may be completed during the current or second group convening, depending on the time allotted.

Part 2

TELL YOUR STUDENTS

Now that we've found and discussed an inspiring and effective example of media to promote a cause, it's time for you to create your own media content around a cause you care about. Over the next 20 minutes, think of a cause that is important to you and write down your idea for a specific type of media to raise awareness around the cause. This might include:

1. A text post to communicate your cause and why people should take action.
2. An idea for an image or graphic (or image/graphic itself) to communicate the cause and how others can help support it.
3. An idea for a video to raise awareness and encourage action around the cause.

In addition to this idea, please also write down:

- ▶ At least two possible ways you might spread your media message to increase visibility and awareness of the cause.

CLASS INTERACTION

Give students 20 minutes to write down their ideas. Afterwards, ask students to share what they wrote with the larger group. Take 15 minutes for discussion.

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