

## Vocabulary

### K-2

message  
symbol  
media  
mass media  
communication  
fantasy v. reality  
information  
advertisement

### 3-5

brand  
product  
profit  
create  
deconstruct  
bias  
business  
fact/ opinion

perspectives  
entertainment  
values  
techniques  
omit  
popular culture  
corporation

## Introductory Lessons

(approximately one month)

### Beginning of the Year

#### 1. Communication

Different ways of communicating information between us.  
Interpersonal communication v. Extrapersonal communication  
How do we communicate? How do we get information?

#### 2. Media

Introductory activity into different types of media.

#### 3. Symbols

Begin visual literacy activities with different symbols, icons, logos, etc. Scavenger hunt to find local symbols.

#### 4. Advertising

Distinguishing between programming and advertising.

#### 5. Fantasy vs. Reality

Begin exploring differences between reality and fiction using media.

## Projects

Beginning of the Year

### Environmental Print

“What is a message?”

Categorize into English and Spanish

“Things We Can Read” sculpture

### Symbols

“What is a message?”

Walking field trip at school looking for symbols and what they mean

Walking field trip of neighborhood looking for symbols and what they mean

Symbol book of classroom objects in Spanish and English

“Personal/ Symbol Quilt”

Who Created the Message?

“Class web page and Individual web page”

Look at the different web pages and identify the creators?

## Activities:

### *Photography—Framing*

Study David Hockney and then create your own. Ideally, each kid shoots an entire roll of film from one spot without moving him/her self just moving the camera. Then once pictures are developed, the student glues them all together to make a Hockney-like poster.

This lesson could address the ML concept: *media messages are constructed* and the ML question: *What is omitted from this message?* This is a great opportunity to explore the media language of framing and what is left out (what is missing). Students can do other framing activities like cutting out pictures and try to expand the frame by drawing on the outsides of the image. They can also find portraits in magazines, cut them in half and then draw the other half to explore symmetry.