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

**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.