

Connecting to Media

The media have a big impact on everything you do. Learning how to analyze media and being aware of the uses and messages in media will help you become a better learner.

Make Comparisons

- compare an encyclopedia article and a nonfiction book
- compare several websites on a topic
- compare the book and movie version of a story
- compare newspaper articles from different papers
- compare speeches/podcasts from different experts
- compare photographs from different time periods
- compare different kinds of graphs
- compare interpretations by different artists

- ✓ What are you comparing? Why? Which parts are important to compare?
- ✓ Use a tool to help you sort your data (highlighters, sticky notes, index cards, graphic organizer). Find what is similar. Find what is different.
- ✓ Now organize your data.
- ✓ Study the similarities. Consider the differences. Can you draw any conclusions?
- ✓ What have you discovered? Why is it important?
- ✓ Share your discoveries.

Deconstruct Media

To make meaning, think about **text**, **audience**, and **production**.

What kind of media **text** is this?

- Who created this and why?
- What is the message or story?
- Who speaks and who is silent?
- Are there any stereotypes?
- What values are being promoted?

Media Meanings

What **production** techniques are used?

- What special effects are being used? For what purposes?
- What impact do these effects and techniques have?
- Who paid for and who profits from it?

Who is the target **audience** for this text?

- How can you tell?
- Whose point of view is represented? Do you feel the same way?
- Who is not represented?
- Do you feel manipulated? How?
- Would you buy this item/service? Why?

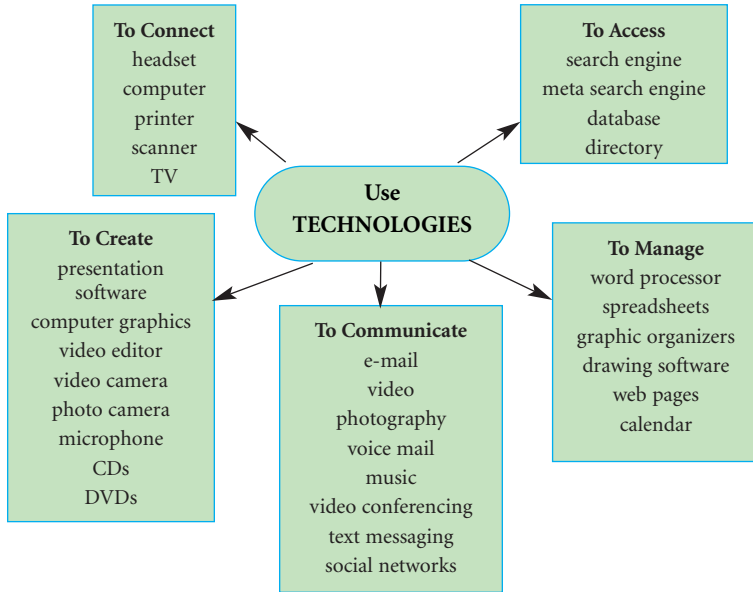
Learn more at Media Awareness Network
<http://www.media-awareness.ca/english/index.cfm>



Reading Smart

Make Use of Technologies

Learn how and when to use technologies to help you work better, faster, and more efficiently.




Be Webwise

Communicating, sharing ideas, searching for information, and playing on the Internet are important activities to build your learning skills. Just like in your home, at school, and out in your community, in this space you need to follow conduct codes. Be aware of potential dangers and develop some strategies for keeping safe on the net.

- Use a screen name; do not give your real name, address, school, phone number, or photo.
- Keep all your passwords private.
- Learn how to manage your virtual information spaces; e.g., block unwanted sites.
- Always be considerate and respectful of others.
- Talk to an adult you trust if you encounter anything that makes you feel uncomfortable or frightened.
- Assume all material on the Internet has copyright and reference any information you use.

Take Action

- Talk about how to stay safe on the Internet.
- Make your own list of safety tips.
- Create video of how to be cybersmart.
- Develop a comic strip about safe surfers.

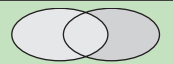
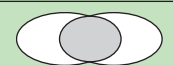
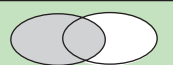


Look for websites and projects on the web to connect to people, places, and learning activities around the world (see Web Tools on page 29).

Ten Steps in Searching Smart

To investigate your research questions, you will need to select the best sources of information and apply search strategies to find just the right information for your project. Here are ten steps in searching smart.

1. Review your question/focus statement.
2. Brainstorm for keywords. **Create a web of keywords for searches on your topic.**
3. Look for synonyms or related terms; use a thesaurus.
4. Use proper names with caps; e.g., Leonardo Di Caprio.
5. Narrow or broaden search; e.g. dogs, canine.
6. Use Boolean searching; e.g. *and*, *or*, and *not*.
7. Test your search.
8. Scan results.
9. Revise search using different keywords if necessary.
10. Review exploration material for different keywords.

<i>or</i>		A <i>or</i> B	weather <i>or</i> storms
<i>and</i>		A <i>and</i> B	weather <i>and</i> storms
<i>and not</i>		A <i>and not</i> B	weather <i>and not</i> storms

Now think about the best search tools to address your information task:

- **Online Encyclopedias** are starting points for research.
- **Search engines** are effective when targeting information you know exists (e.g., places, organizations, people).
- **Directories** are useful when you are exploring a topic.
- **Periodical databases** are best when you are looking for current news and perspectives on issues and events.

Be Resource Wise

Before you decide to use a resource for your project, test its usefulness and reliability. Ask yourself:

- Who created it?
- When was it created or last updated?
- Does it look interesting?
- Is it easy to use?
- Can you trust this resource?

Examine for

- author, publisher, web moderator
- copyright date, references and/or Internet links
- reading ease, visuals
- table of contents, links, subtopics, glossary, index
- fact and/or opinion, evidence of bias or stereotyping

Will this resource be useful for your project? Why? Or why not?