

Media Literacy

Grade 8

State tobacco, Alcohol and Other Drug Community
Based Prevention Program Grant
Helena School District # 1
Boyd Andrew Community Services
Four Week Interdisciplinary Unit Plan



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Materials Section:

Multi-Media CD

Royalty-free Music DVD-ROM

Assorted print materials (see table of contents in *Materials* section for details)

Rubrics

Additional Resources

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Multi-Media CD

- a) Contains all the multi-media examples for each lesson

Royalty-Free Music DVD-ROM

- a) Contains a collection of stock music; requires a DVD drive to use
- a) See stockmusic.net for license details and more

Lesson 1: You're the Target

- a) Media Literacy Pre-Test
- b) Alcohol Ads and Youth
- c) Alcohol Ad Log Handout

Lesson 2: Deconstruction Day

- a) Language of Persuasion List
- b) Questions about Media Handout
- c) [Deconstruction Poster]

Lesson 3: Addictive and Compulsive Consumption

- a) New York Times 'Illicit Drugs in Movies and Music' packet

Lesson 5: Finding the Subtext

- a) "The Subtext of Beer Ads"

Lesson 7: Viral Marketing

- a) "'Greenwashing' Leaves a Stain of Distortion"
- b) "Earth Day Inc."

Lesson 8: Disposable Society

- a) "Worn as Toast"
- b) Now and Then Game

Lesson 9: Globalization

- a) "Pennies an Hour and No Way Up"
- b) "Sweatshop Information"

Lesson 10: Impacts of Consumerism

- a) 'What are you paying for?' Worksheet

Lessons 11-20: Final Projects

- a) Project Description Handouts
- b) Media Literacy Post-test

Note: DVDs are available from the Youth Connections office located at Helena Middle School. Please call ahead to reserve any desired films. 324-1078