

Module Name: Media Literacy	
Topic 3 Title: Media manipulation	
Lesson Plan 4 – In search of media manipulation	
Duration: 60 minutes	
Aim	The main goal of the lesson is to learn about media manipulation techniques.
Target Group	Adults (seniors)
Facility/ Equipment	<ul style="list-style-type: none"> ● Classroom ● Internet access ● Computer/laptop ● Projector ● White board
Tools/ Materials	<ul style="list-style-type: none"> ● A2 papers ● Markers ● Sticky notes ● Handout 1
Main Tasks	<p>1. Start of the meeting: presenting the topic and the way of work - presentations, discussions, workshop work (5 mins)</p> <p><i>Different news sites, TV channels, newspapers often describe the same events in different ways. It is worth looking for the most reliable source of information, paying attention to the distinction between facts and comments and opinions.</i></p> <p>2. Task 1: Discussion (10 mins)</p> <p>1.1. What features should characterize messages of</p> <ul style="list-style-type: none"> ● an informative nature, ● opinion, ● persuasion,

- manipulation?

1.2 Write down the most important features indicated by participants in the points on the whiteboard.

3. Task 2: Informing, opinion, persuasive message, manipulation - the differences(20 mins)

2.1. Divide the participants into 4 groups.

Each team has to prepare a media message (3-4 sentences – **see Handout 1**) regarding election of a new president as:

- informing,
- opinion,
- persuasive message,
- manipulation.

2.2. Ask the groups to present the results of their work. Encourage the comments and opinions.

4. Task 3: How to analyze the media message? (15 mins)

3.1. Participants are divided into 3 groups. Their task is to prepare a poster containing advice on how to obtain reliable and objective information from the media.

5. Task 5: Wrap up (10 mins)



HANDOUT 1: Media manipulation

ELECTION OF A NEW PRESIDENT- INFORMATION



HANDOUT 1: Media manipulation

ELECTION OF A NEW PRESIDENT - OPINION



HANDOUT 1: Media manipulation

ELECTION OF A NEW PRESIDENT - PERSUASIVE MESSAGE



HANDOUT 1: Media manipulation

ELECTION OF A NEW PRESIDENT - MANIPULATION

