


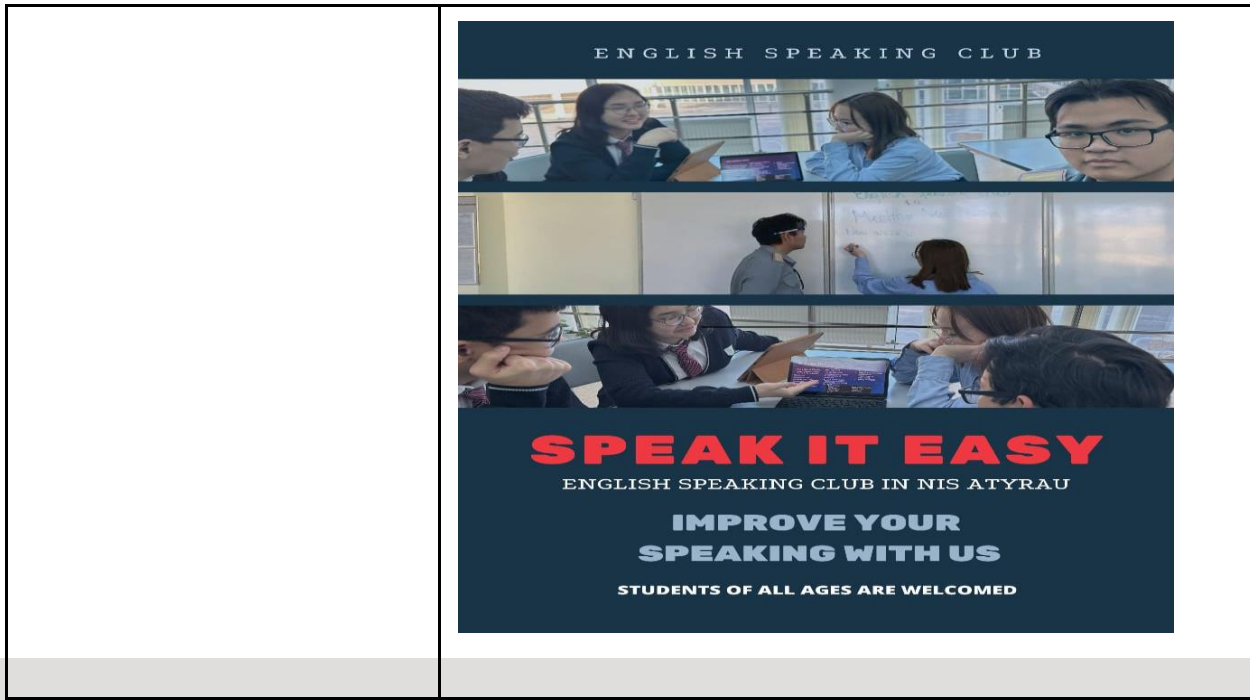


English for Media Literacy for Educators

Module 4: Media Literacy Extension Activity

<p>Name: Kumissay Khassanova Country: Kazakhstan Age Range: Teenagers (16-17 years old) Class Size: Medium Institution: NIS Ch&B, Atyrau</p>	
Existing Lesson	
Title of existing lesson	Media Literacy: Propaganda.
Brief description of lesson	<p>This lesson is about one of the concepts of Media Literacy Propaganda, which is aimed to urge people to buy, do and believe in something. In this lesson students are introduced to the concepts Media Literacy and Propaganda and it is identified the connection between these two terms. It is taught topic related words to develop the topic. Further the students work in groups to explore four types of information, which are used to promote propaganda, internal and external characteristics of it with teacher's support. After this research, students are guided to select the information, which is appropriate to provide Media Literacy Extension Activity. Teacher offers to organize an English speaking club to invite students to develop their speaking skills and create an advertisement which promotes eco-friendly products in the region. Students choose one of these activities according to their interests and work in two groups to extend the target Media Literacy task.</p>
Target language of lesson	<p>Vocabulary: exaggeration of facts, attacking the beliefs of individuals, value judgments, persuasion and argumentation, repeating messages, addresses to the mass/individual, adapting messages to various categories of audience, types of advertisements.</p> <p>Grammar: What is the target audience of the club? What are the objectives and expected outcomes of it? What topics will be covered in each session? What is the goal of this advertisement? Whom is this advertisement trying to persuade? Is your product attractive? In what way are you going to make it more influential/powerful?</p>

Objectives	<p>By the end of the lesson, students will be able to...</p> <ul style="list-style-type: none"> • Gain information about the concepts of Media Literacy • Explore the term Propaganda and highlight the microconcepts of it • Select the information according to their target activities • To extend the tasks to develop the end of product
Media Literacy Extension Activity	
Title of media literacy extension activity	“Speak it easy” first ever English speaking club in NIS Atyrau
Brief description of media literacy extension activity	<p> Dear students! We are delighted to announce the opening of "Speak it easy" first ever English speaking club in NIS Atyrau!</p> <p>🎯 Our goal: to help you to speak confidently as well as freely express your opinion in English</p> <p>What you'll get:</p> <ul style="list-style-type: none"> ◆ Free useful resources for IELTS/TOEFL and general English ◆ Kahoot games ◆ Debate & discussion sessions ◆ Brainstorms ◆ Cool clubmates ◆ English-speaking environment <p>Being forced to speak the language helps you to overcome those fears 😊, to realize that English speakers don't care if you make mistakes ✖, and to reach out and build your language skills in a very real way 🤝.</p> <p>If you're 7-10 grader and have no one to practice spoken English ☐? Well, we have a solution 💡!</p> <p>We invite you to join us by numbers ➡📞:</p> <p>+7 747 522 4373 - Tomiris +7 702 223 1655 - Aruzhan +7 778 897 0715 - Amira</p> <p>Or inst direct: @speakiteasy.nis</p> <p>This flyer will help my students to find members of the club who really want to join the club in order to learn English.</p>
Target language for CLIL activity	<p>Language of learning: language to offer the services of the club, different topics, which are included in school curriculum.</p> <p>Language for learning: the ways of expressing opinions, explaining their ideas, giving examples from different sources and summarizing the ideas.</p> <p>Language through learning: concepts and microconcepts related to Propaganda, to promote further work of the club (it is up to my students)</p>
Sample of expected product	Here is a flyer for this media literacy extension activity. I can provide this as a model for my students.



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How activity develops media literacy and promotes authentic communication in English

This extension activity develops media literacy by encouraging students to create a media product applying informative writing (a flyer). While creating the task students give peer feedback on each other's jobs or social media posts. I will emphasize how students work collaboratively to achieve their set goals. For example, there are four students in the photos, each of them actively engaged in developing the flyer, and they have planned their steps in the case of running the English-speaking club. In addition, this activity reflects contemporary educational system in Kazakhstan, which provides student-centered learning, every student is open to share his/her ideas and ready to contribute to community service.