



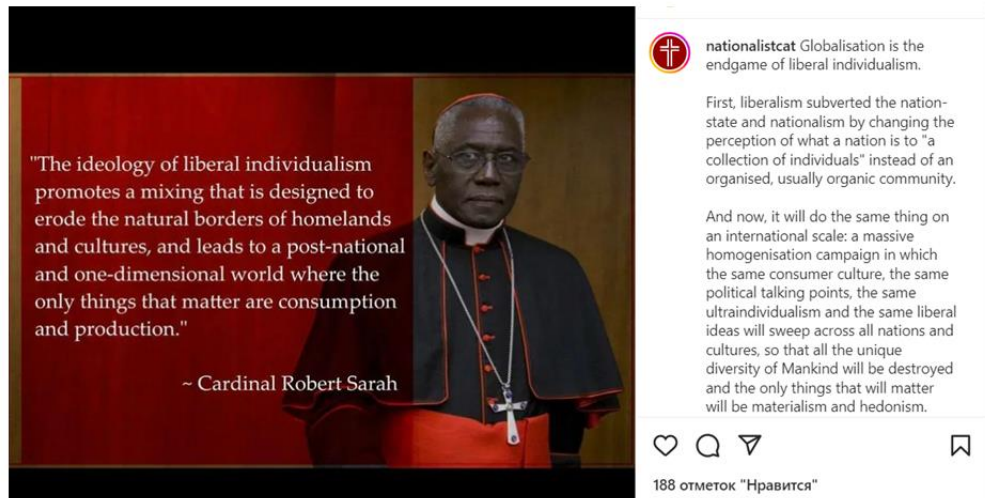
## English for Media Literacy for Educators

### Media Literacy Extension Activity Template

Part A: Your Teaching Context	
Your Name: Taukebayeva Elmira Your students' age range: 18-20 Your class size: 10 students Institution: Auezov University, Shymkent	
Part B: Existing Lesson	
Title of existing lesson:	Globalization and global challenges of our time
Brief description of lesson:	The lesson is about globalization as a contemporary phenomenon of our world and challenges, caused by its effects. The lesson is built on students' prior knowledge and is aimed at promoting meaningful discussions about the main trends in development of modern international relations. It also includes a role game to provide real-world scenarios to help students to assimilate learned information. Students' attention is additionally focused on media involvement in our perception of globalization and its challenges and importance of media literacy.
Target language of lesson:	Vocabulary: a global village, influence, intervene, international cooperation, solve problems, debate, pros and cons, a borderless world, communication technologies, interdependence, media-generated reality, hybridity, information society, soft power
Objectives:	By the end of the lesson, students will be able to... <ol style="list-style-type: none"> <li>a) Demonstrate knowledge and understanding of global trends</li> <li>b) Apply theoretical knowledge in practice, creating media products</li> <li>c) Improve their critical thinking skills</li> </ol>
Part C: Media Literacy Extension Activity	
Title of media literacy extension activity	Re-imagining the news
Brief description of media literacy extension activity	<ol style="list-style-type: none"> <li>1) Warm-up activity: to use pollev.com to conduct a survey of students' associations to the terms 'globalization' and 'global challenges' – discussion of a final result</li> <li>2) The students will be provided by a link to a short news clip or a social media post, devoted to the theme of globalization (negative/positive character). They need to evaluate this piece of media (negative, positive, neutral</li> </ol>



# Original Post



**Change the post, answering the following questions?**

- 1. What kind of picture is added? What is used to attract attention? How it can influence on perception of media consumers?**
- 2. Who is the target audience of the post? Who is my target audience?**
- 3. What connotation does the post have? What words are used for expressing this connotation? How can I change the vocabulary?**
- 4. Is the post biased? How can I overcome the bias?**

Changed post



**Globalization** comes from “Globe” and means the worldwide coming together of countries and nations. There are two main opposite approaches to this process.

**Advances** in technology such as mobile phones, airplanes, and the Internet have made the growth of transport and communication networks possible. Amongst other things, this means that people and countries can exchange information and goods more quickly and in a less complicated way. An exchange of services, knowledge, cultural good and even languages take place. All of these individual elements are closely linked and influence each other.

**But, where there is light, there is also shadow.** Because of globalization and its intense exchange of goods, people and the environment often **suffer**. If a company decides to move production to an economically disadvantaged country, people in industrialized countries lose their jobs. At the same time, job opportunities open up to many locals in the economically disadvantaged countries, where people do not have sufficient insurance, social insurance or health insurance cover. A further **disadvantage** of globalization is ecological problems such as climate change. The use of airplanes, ships and lorries to transport goods over international borders is constantly on the increase.

There are, therefore, many **sides to globalization** which affect almost all aspects of life causing me to think that the chain of positive and negative effects will continue to grow further. What’s important is to realize that globalization itself is **neither good nor bad**. It just depends how the **people deal with all the new possibilities in the future**.

#### Part D: How activity develops media literacy and promotes communication in English

This extension develops media literacy by using critical thinking for evaluation of a media product and its transformation to the opposite meaning of the message. Students will learn to analyze and differentiate positive and negative connotations of the media. They will be able to determine the target audience of their media product, reveal and overcome different types of bias and consequently create their own media product.

This activity also promotes communication in English by having students cooperate, take on a role and express the corresponding point of view in groups to create a media product. They expand their language vocabulary and are able to practice language expressing their thoughts and positions

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