Name	Name	

MEDIA LITERACY LESSON: GRADE 5			
5.14 (A) Reading/Media Literacy: I can explain how messages conveyed in various forms of media are presented differently (e.g., documentaries, online information, televised news) 5.14 (B) Reading/Media Literacy: I can detect differences in techniques used in media (e.g., commercials, documentaries, news) 5.14 (C) Reading/Media Literacy: I can identify the point of view of media presentations 5.14 (D) Reading/Media Literacy: I can analyze various digital media venues for levels of formality and informality			
MERCEDES: What did they use as a selling technique? a. a famous celebrity b. scientific data c. be popular- go with the crowd d. a performance demonstration	21		
2. What makes this effective?			
3. SALAMANDER ARTICLES: Who is the audience for the article on the left? a. kids, students, teachers, technology fans b. scientists, biologists			
4. Who is the audience for the article on the right? a. technology fans b. biologists c. students			
5. SNICKERS: Who is the audience?			
6. Why would this appeal to the audience? a. they enjoy people making mistakes b. the sports fans would find it funny c. they are chefs who like to cook d. they like football			
7. This commercial implies that Snickers can e. make you smarter f. keep you full for a long time g. help your spelling skills			
8. WRITTEN CONVENTIONS 1: Is this formal or informal language? A. Formal B. Informal			
9. How can you tell?			
10. WRITTEN CONVENTIONS 2: How is the language in this article different from the tweet we just read?	е		
11. Is this language formal or informal? A. Formal B. Informal			
12. TARGET: How is SHAPE used here?			