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**Lesson Title:** Mass Media in Society

**Grade Level:** 9th-12th

**Estimated Lesson Time:** One Hour

**Abstract:**

Students learn how the media influences on politics and our lives.

**Student Prior Knowledge:**

Students are able to identify different mediums used to inform and how they have developed over time. Students are familiar with everyday advertising on all mediums.

**Standards:**

LACC.910.WHST.3.9 Draw evidence from informational texts to support analysis, reflection and research.

**Goals:**

Students will discuss and analyze different news clips and advertising strategies. Students will observe certain visual elements common in video and its influence.

**Learning Objectives:**

I can use critical thinking when consuming media.

I can discuss the difference between mediums and how they affect the presentation of information.

I can observe certain phrases and writings that reveal bias in blogs, newspapers, online articles and videos.

I can distinguish news video clips and quotes taken out of context.

I can identify target audiences.

I can understand how the media has influenced our society and who I am.

Resources: <http://www.helium.com/items/745081-media-influence-on-politics-and-government>

<http://www.globalissues.org/article/532/media-manipulation>

**Procedures:**

1. Students will review notes from previous lessons.
2. Students will discuss ideas and traits in the media that affects voting.
3. Students will watch certain advertising clips and will be called on to identify who the target audience is and the message.
4. Students will do independent research of a topic of their choice of other media influencing roles.