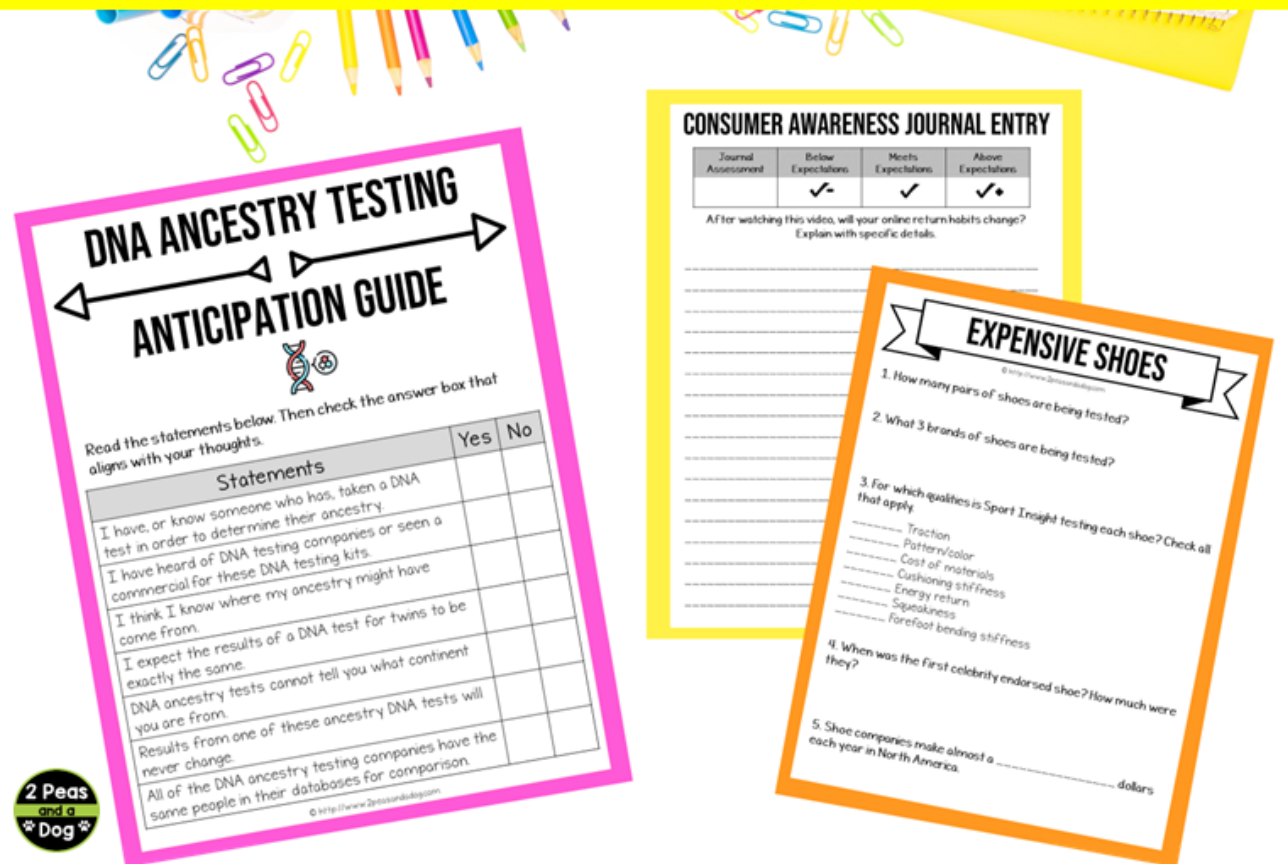


MEDIA LITERACY BUNDLE 2

PDF & DIGITAL FORMATS

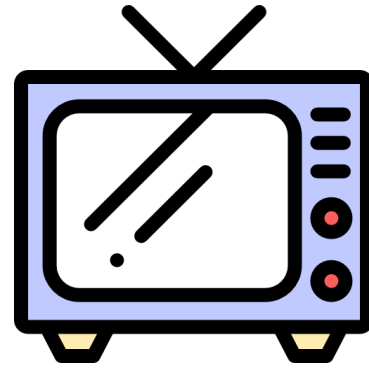


RESOURCE INCLUDES

- ✓ 10 Media Literacy Lessons
- ✓ Detailed Lesson Plans
- ✓ Journal Entry Prompts
- ✓ Graphic Organizers
- ✓ Extend Your Learning Choice Boards
- ✓ Quizzes & Answer Keys
- ✓ Assessment Options
- ✓ PDF & Digital Formats


2 Peas and a Dog
Middle School Teaching Resources

WHAT'S INSIDE?



Included Media Literacy Lessons

1. Composting Myths
2. DNA Testing
3. Fake Products
4. Food Prices in Northern Canada
5. Plastic Waste
6. Product Returns
7. Shrinking Products
8. Smartphone Addiction
9. Smartphone App Privacy
10. Expensive Shoes
11. Dog DNA Tests

WHAT'S INSIDE?



LESSON PLAN



Consumer Awareness

Lesson Overview:
Students will learn about or review consumer awareness. They will also see results from popular DNA websites over two days of class time.

Materials Needed:

- Reliable technology (internet, computer and projector)
- 1 copy of the Consumer Awareness Brainstorming sheet
- Class set of:
 1. Consumer Awareness Brainstorming sheet
 2. Anticipation Guide
 3. DNA Ancestry.com
 4. Extend Your Learning
 5. Consumer Awareness

Teacher Instructions:

- Start with a brief class discussion. Write the following two questions on the board and give students time to respond independently or use the think-pair-share method. Then hand out the Consumer Awareness Brainstorming sheet.
- Once students have completed discussing their thoughts, have a brief class discussion about these two questions. Provide time for students to add to their brainstorming sheet.
- Hand out the Anticipation Guide and read each question out loud to the class. Explain to the students that this is to see if their answers change once they have watched the video. Ensure they have two different types or colours of writing tools.

LESSON PLANS

© http://

LESSON PLAN



Consumer Awareness: Counterfeit Crackdown

Lesson Overview:

Students will learn about or review the meaning and the importance of consumer awareness. They will also learn about the dangers of counterfeit products. This lesson is best taught broken up over two days of class time.

Materials Needed:

- Reliable technology (internet, computer and projector)
- 1 copy of the Consumer Awareness Brainstorming sheet
- Class set of:
 1. Consumer Awareness Brainstorming sheet
 2. Anticipation Guide
 3. DNA Ancestry.com
 4. Extend Your Learning
 5. Consumer Awareness

Start with a brief class discussion. Write the following two questions on the board and give students time to respond independently or use the think-pair-share method. Then hand out the Consumer Awareness Brainstorming sheet.

1. What is consumer awareness?
2. Why is consumer awareness important?

- Once students have completed discussing their thoughts, have a brief class discussion about these two questions. Provide time for students to add to their brainstorming sheet.
- Hand out the Anticipation Guide and read each question out loud to the class. Explain to the students that this is to see if their answers change once they have watched the video. Ensure they have two different types or colours of writing tools.

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What is consumer awareness?

SHRINKING PRODUCTS

(CBC Marketplace)



ANTICIPATION GUIDE

Read the statements below. Then check the answer box that align with your thoughts.

Statements	Yes	No
I have gone to the grocery store with my family.		
I have purchased something at a grocery store.		
I have noticed when a product has gotten smaller.		
I have noticed when a product has gotten smaller.		
Consumers should be notified when a product gets smaller.		
Companies should raise prices when product quantity decreases.		
Companies should be required to explain why they changed the amount of product in their packaging.		

GRAPHIC ORGANIZERS

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CONSUMER AWARENESS

Why is consumer awareness important?

www.2peasandadog.com



WHAT'S INSIDE?



CONSUMER AWARENESS JOURNAL ENTRY

Journal Assessment	Below Expectations	Meets Expectations	Above Expectations
	✓-	✓	✓+

Do you think companies, the government, or both should be responsible for tracking and seizing counterfeit products? Explain your opinion with details.

CONSUMER AWARENESS JOURNAL ENTRY

Journal Assessment	Below Expectations	Meets Expectations	Above Expectations
	✓-	✓	✓+

Will you pay more attention to products when you go to the store now? Explain why using details.

JOURNAL ENTRY PROMPTS

DNA ANCESTRY TESTING QUIZ

PRICE CHECK QUIZ

Name: _____

Class: _____ /5

How many kids in Nunavut go to bed hungry?

How does food get to the isolated communities in Northern Canada?

Nutrition North Canada makes meat, milk, fruit, and veggies more expensive for Northern Canadians.

Circle one: True False

What does the hunter do with everything he catches? Why?

What did Sheila Lumsden's father teach her about food because food costs are so high?

Class: _____ /5

their tests will reveal?

_____ guess. They are

when they

should be interpreted as
t place.

FALSE

e tests can tell you?

QUIZZES

WHAT'S INSIDE?



SAMPLE ANSWERS

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6. According to NorthWest's diet, what factors cause food prices to rise?

Transportation, cost of running a farm (electricity)

7. Why don't people who live in the north of the United States have as many wild animals as people who live in the south?

The north is their home. They have the wildlife, the nature. No one wants to find affordable essential items.

8. What does the hunter do with the animals he catches?

He gives them to his family.

9. What do you think the government should do to help food prices stay low?

To eat less meat and more vegetables.

10. What do you think the government should do to help food prices stay low?

It is important to have programs and services that help people who are in need.

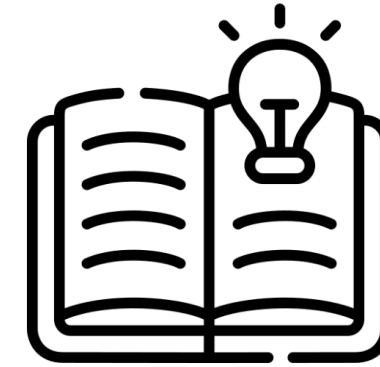
Writing Assessment Criteria		Mark	
<input type="checkbox"/>	Writing flows and is coherent	/	10
<input type="checkbox"/>	Form is appropriate for the chosen assignment	/	10
<input type="checkbox"/>	Grammar conventions	/	10
Feedback:		Total Points	/30
		Final Mark	%

Writing Assessment Criteria		Mark	
<input type="checkbox"/>	Writing flows and is coherent	/	10
<input type="checkbox"/>	Form is appropriate for the chosen assignment	/	10
<input type="checkbox"/>	Grammar conventions	/	10
Feedback:		Total Points	/30
		Final Mark	%

ANSWER KEYS & ASSESSMENT OPTIONS

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EXTEND YOUR LEARNING



Select one of the tasks below to extend your learning.

1. **Challenge:** Review online grocery listings. Look closely at the sizes of various products. Compare and contrast the sizes of different products. And in the process, think about how you, as a consumer, like changing product sizes. Write down your findings and share your thoughts with your class.

2. **Audit:** Do a marketing audit. Read the [definition of marketing](#) and identify marketing elements that you see in print, online, or on TV, and explain how they were aimed at children. Share these findings with your class.

3. **Learn:** Research "shrinkflation". Read at least 3 articles and write a brief essay about this topic. Be sure to include what shrinkflation is with product examples, and why it is happening.

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LEARNING EXTENSION ACTIVITIES

TEACHER FEEDBACK

“This resource was one of the best purchases I made this past school year! Students were engaged and were able to complete the activities with great interest. It was easy to use and made planning interdisciplinary with other subjects seamless and convenient. Thank you for creating a wonderful resource!” – Subi S.



“My students enjoyed the various topics included in this bundle. Each topic was relevant and allowed for students of all abilities to think critically and to develop and share their opinions.” – Val C.

LESSON FORMATS



PDF

✓ Individual & Whole Unit



DIGITAL

✓ Google Slides

RESOURCE CAN BE USED IN-PERSON OR ONLINE