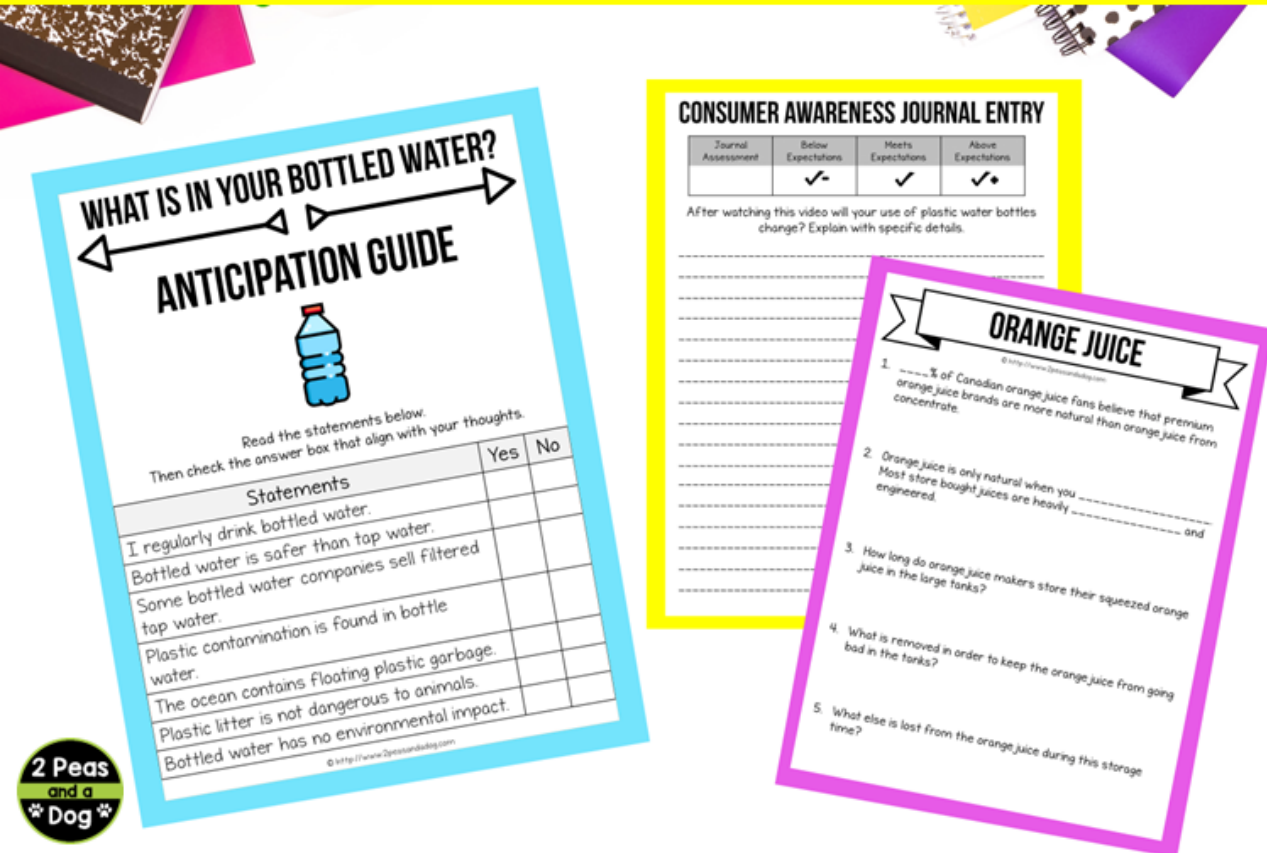


MEDIA LITERACY BUNDLE 1

PDF & DIGITAL FORMATS




2 Peas and a Dog
Middle School Teaching Resources

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

WHAT'S INSIDE?



Included Media Literacy Lessons

- | | |
|-----------------------------|---------------------------|
| 1. Checkout Charities | 6. Misleading Food Labels |
| 2. Clothing Waste | 7. Breakfast Sandwiches |
| 3. Gender Price Differences | 8. Makeup Testers |
| 4. Outlet vs. Retail | 9. Healthy or Junk Food? |
| 5. Bottled Water | 10. Orange Juice |
| | 11. Dog DNA Tests |

WHAT'S INSIDE?



LESSON PLAN



Consumer A:

Lesson Overview:

Students will learn about or re consumer awareness. They will found in bottled water. This les of class time.

Materials Needed:

- ☐ Reliable technology (internet)
- ☐ 1 copy of the Consumer Aw
- ☐ Class set of
 - Consumer Awareness
 - Anticipation Guide
 - Bottled Water question
 - Extend Your Learning
 - Consumer Awareness

Teacher Instructions:

- ☐ Start w the board
- think-pair-Brainstorming sheet.
- 1. What is consumer awarene
- 2. Why is consumer awarene:
- ☐ Once students have comple class discussion about thes students to add to their br
- ☐ Hand out the Anticipation Gi class. Explain to the studen they have watched the vide colours of writing tools.

LESSON PLAN



Consumer Awareness: Food Labels

Lesson Overview:

Students will learn about or review the meaning and the importance of consumer awareness. They will also learn about claims companies make about their products and how labels can be misleading. 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 classroom anchor chart
- ☐ Class set of Consumer Awareness Brainstorming
- ☐ Class set of Anticipation Guide
- ☐ Class set of Food Labels graphic organizers
- ☐ Class set of the Extend Your Learning
- ☐ Class set of the Consumer Awareness Journal Entry

Teacher Instructions:

- ☐ Start w the board
- think-pair-Brainstorming sheet.
- 1. What is consumer awarene
- 2. Why is consumer awarene:
- ☐ Once students have comple class discussion about thes students to add to their br
- ☐ Hand out the Anticipation Gi class. Explain to the studen they have watched the vide colours of writing tools.

The word "screwed" is used two times in this video. Once at the very beginning and once around 12:42-12:45 by the nutrition expert.

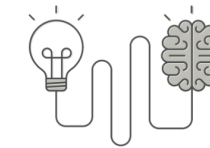
FOOD LABELS

© <http://www.2peasandadog.com>

Campbell's

What concerns about the labels are shared?

What is consumer awareness?



erns about the labels are shared?

GRAPHIC ORGANIZERS

CONSUMER AWARENESS

Why is consumer awareness important?



erns about the labels are shared?

erns about the labels are shared?

© <http://www.2peasandadog.com>

WHAT'S INSIDE?



CONSUMER AWARENESS JOURNAL ENTRY

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

After watching this video, will your orange juice buying/drinking habits change? Explain with specific details.

CONSUMER AWARENESS JOURNAL ENTRY

Criteria	Final Mark
<ul style="list-style-type: none">Journal entry demonstrates thought and detailCorrect spelling and grammar	/10

Should stores be able to ask for donations at cash registers? Explain your opinion with details.

JOURNAL ENTRY PROMPTS

FOOD LABELS QUIZ

Name: _____

Class: _____ /5

ORANGE JUICE QUIZ

Name: _____

Class: _____ /5

Orange juice is only natural when you _____.
Most store bought juices are heavily _____ and engineered.

How long do orange juice makers store their squeezed orange juice in the large tanks?

What is removed in order to keep the _____ in the tanks?

What else is lost from the orange juice during this storage time?

Who creates the flavour packs that are added back into the orange juice?

QUIZZES

_____ contains more sugar and salt than _____ false

_____ same as eating 29 grams of _____

_____ their food

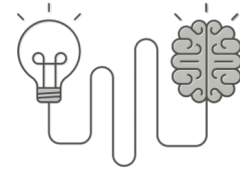
_____ inner Omega 3 & Flax would it _____
_____ in 1 serving of salmon?

WHAT'S INSIDE?



What is consumer awareness?

Consumer awareness is about the consumer having accurate information to make an informed purchase. *Answers may vary based on previous knowledge of class.



WRITING RESPONSE RUBRIC

Student Name: _____

Criteria	Level 1	Level 2	Level 3	Level 4
Writing flows and is coherent	Writing is incoherent and does not flow.	Writing is somewhat coherent.	Writing is coherent.	Writing is very coherent, and uses a variety of techniques to increase engagement.
Form is appropriate for the chosen assignment	Form is not appropriate for the chosen assignment.	Form is working towards being appropriate for the chosen assignment.	Form is appropriate for the chosen assignment.	Form is appropriate for the chosen assignment.
	Conventions are misused	Conventions are used properly for the chosen assignment.	Conventions are used properly as per grade	Conventions are used properly as per grade

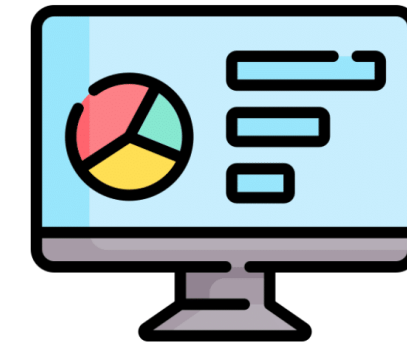
SAMPLE

Why is consumer awareness important?

When consumers have more awareness, they can make better choices. Marketing knowledge of consumers helps businesses understand their needs and wants.

**ANSWER KEYS
&
ASSESSMENT
OPTIONS**

EXTEND YOUR LEARNING



Select one of the tasks below to extend your learning.

- Challenge:** Freshly-squeezed juice, made at home, is always the healthiest and most natural option. Research the benefits of making your own juice. Write down how to make it. Share your findings with your classmates. At least one person in your group must make a presentation.
- Audit:** Present your findings to the class and if it is a good idea, write down what you learned and share your knowledge with your classmates.
- Learn:** Research the differences between premium juices and juices from concentrate. How are they alike and different? Is one of them any better, or worse, than the other? Write down what you learn. Share your knowledge with your classmates.

**LEARNING
EXTENSION
ACTIVITIES**

TEACHER FEEDBACK

“I am very impressed by the organization of this unit plan. I was able to create my long range plans easily. This follows nicely with the New Ontario Language Curriculum for Critical Thinking and Inquiry.

The ideas are engaging to my students and they always find something interesting in each lesson! A fantastic resource I will use for years to come!” – Ania Laffrenier



“Love how the unit is broken down into lessons. Very helpful for a new teacher. Well laid out lessons’ students were engaged.”

– Melanie J.

LESSON FORMATS



PDF

✓ Individual & Whole Unit



DIGITAL

✓ Google Slides

RESOURCE CAN BE USED IN-PERSON OR ONLINE