

RELATED FOUNDATIONS:

- Social & Physical Environments
- Student Engagement

RESOURCES:

- [Media Literacy 101 Media Smarts](#)
- [Ophea Resources \(Lesson 4, Influencing Choices\)](#)
- [Media Awareness Worksheet](#)

Media Literacy

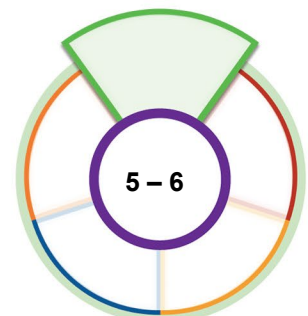
ACTIVITY GOAL: To encourage awareness and understanding of influences of media on decision making. Engage students in critical examination of the media to which they are exposed.

ACTIVITY INSTRUCTIONS:

1. Visit [Media Smarts](#) for various resources:
 - Overview of [Media Literacy](#)
 - Search for [Lessons & Resources](#); filter by grade and topic area (e.g., alcohol marketing, tobacco marketing, etc.)
2. Login or create an account at [Ophea](#)
 - *You must be logged into your Ophea account to access the resources
 - Grade 6 Ophea [Influencing Choices](#) lesson plan to introduce media as an influence
3. Provide students with sample advertisements of products (i.e., substance advertisements) and have students complete the [Media Awareness Worksheet](#)

Curriculum Connections

- Grade 5: D3.3 decision to drink alcohol, use cannabis; influences
- Grade 6: D2.4 Strategies, safe choices, influences, tobacco, alcohol, cannabis



Media Awareness Worksheet

1. Describe the method of marketing used: _____

2. Who is the target audience? How can you tell? _____

3. Does this marketing present an accurate image? Explain.

4. How does this piece of marketing aim to influence your decision-making?

5. In the future, how will you judge whether you want to be a consumer of products that are marketed to you?
