

Lesson # 5: Assessing Media's Influence Project

Objectives:

1. Students will become more aware of how media influences their decisions on using or abusing drugs.
2. Students will find a song, movie, news clip, or documentary on how media influences people's opinions, or shapes the way society views some type of drugs.

Equipment:

1. Video cassette recorder (vcr)
2. Tape player
3. Cd player

Content/Learning Experiences:

1. Each student will present a 5 minute oral presentation. He or she will tell the class information about a particular drug, and then show a movie or play a song which involves that drug.
2. "Drug" Classification: Anything that is illegal or legal. Legal drugs include inhalants, alcohol, and over the counter medicine.
3. Information for the oral presentation: What the media is (movie title, song title, etc.), what the drug is, who they are targeting, your view/opinion if the media is acting positively or negatively regarding the drug.

Lesson #5: Assessing Media's Influence Project (Cont.)

Literacy Content:

1. Students will write a one page paper responding to the following questions:
 - Who the media is trying to influence (young or old, personality, nationality)?
 - What the media (news clip, movie, song) is trying to say about the drug. This can be positive or negative.
 - Where is the drug used and how? Does the song or movie tell or show how it is used?
 - Why is the drug used and who used it?
 - How does it make the person feel?

Hip-Hop Website:

1. Students may be directed to the Hip-Hop website to obtain examples or ideas of songs, movies, etc...from the popular culture.

Source: www.pecentral.org/lessonideas