



DATE: OCTOBER 23RD, 2015

CLASS: IERG PROFESSIONAL DEVELOPMENT CONFERENCE

YOU HAVE BEEN SELECTED TO TAKE PART IN A HIGHLY SECRETIVE MEDIA DETECTIVES TRAINING PROGRAM. THIS WILL TAKE A GREAT DEAL OF HARD WORK, OBSERVATION, AND THINKING. ARE YOU READY FOR THE CHALLENGE? YOU MUST DECIDE WHAT SKILLS, KNOWLEDGE, AND EQUIPMENT YOU WILL NEED TO IN ORDER TO BECOME EXPERT MEDIA DETECTIVES.

RECOMMENDED PROTOCOLS:

- **ESTABLISH CODE NAMES FOR SECURITY PURPOSES**
- **AFFIX DETECTIVE BADGES FOR OFFICIAL IDENTIFICATION**
- **DETERMINE ESSENTIAL TRAINING TOPICS FOR SKILL DEVELOPMENT**
- **PROCEED WITH INTRODUCTORY SKILL ASSESSMENT**

QUESTIONS TO CONSIDER:

- **WHAT IS MEDIA? WHAT DOES IT MEAN TO BE “MEDIA-LITERATE”?**
- **ARE YOU AD-AWARE? DO YOU KNOW WHICH COMPANIES DIRECTLY TARGET YOU IN THEIR ADVERTISING? ARE YOU A WALKING BILLBOARD OF UNPAID ADVERTISEMENTS?**
- **WHY DO FAST-FOOD BURGERS LOOK SO GOOD ON T.V.?**
- **WHERE IN THE WORLD IS CARMEN SANDIEGO?**

SINCERELY,

A handwritten signature in black ink, appearing to read "J.D. Cluman". The signature is stylized and cursive.

MDA DIRECTOR J.D. CLUMAN

EARLY PRIMARY MEDIA LITERACY

Students are invited to train as "Media Detectives" for a top-secret Agency. Through a series of challenges students are introduced to the "language" of advertising (brands, logos, mascots, slogans, jingles) and common "tricks of the trade" used in commercials and other media. The activities are designed to increase students' awareness of the many ways they are targeted as young consumers.

Visit <http://www.mrszebrowskiszoo.com/science--social-studies/media-detectives-academy> to see the first post about this unit on my class website and view the other archived posts from January & February 2015 on the Science & Social Studies tab for a brief summary of our adventures.

Outline of activities:

1. Secretary interrupts a lesson to deliver a "top secret" package with Preliminary Invitation letter, name badges, and small, sealed envelopes. Tasks: create Official ID code name badges, brainstorm skills, take initial assessment (alphabet of logos)
2. Package arrives before school. Not allowed to open it until instructed. After lunch a second package arrives containing small, sealed envelopes. Students conduct a search at home for alphabetic brands & logos and record in new detective "logbooks"
3. Stealth Training and Code Breaking. Package waiting for us in the gym containing instructions (report to the playground) and a stopwatch. Protocols for stealth training: speed, stealth, security, support. Second package buried under the slide contains a code breaking assignment. Decoded message leads us to the library. Librarian has quarantined box and another package - "security and protection" defensive equipment (popsicle stick "bomb")
4. Field Assignment #2. At-home investigation: What is media? What is advertising?
5. Extraterrestrial Case Assignment: Investigation of signs & symbols (a visiting alien is confused by road signs vs. advertisements). Field Assignment #3: Post-it note search of classroom for sneaky ads. Identify "free advertising" - branding on clothes and other possessions.
6. Field Assignment #4 Cereal box design. *Buy Me That Too: Kids and Advertising* (created by HBO and Consumer Reports) - too good to be true toy commercials; product placement; jingles; celebrity endorsements; cereal box prizes
7. Slogans & Jingles & Logos & Mascots. Field Assignment #5: How ad-aware are you?
8. Final Assignments. At home: students design an ad for water like it's an ad for pop/energy drink/sports drink. *Buy Me That 3* - food advertising - taste tests, sugar, ingredients, sweepstakes, food ad photoshop, celebrities and sports drinks. Students create their own commercials with iMovie.