



Unit	
Sub-unit	Media Consumption Habits
Title	See, don't just look!
Short summary <i>(max. 700 Characters including spaces)</i>	This exercise highlights how people usually read news, how the press and media use our natural perceptual abilities to manipulate our attention, and therefore affect our media consumption. The exercise contributes to conscious media usage.
Learning Objectives	Students will: <ul style="list-style-type: none"> - get a good understanding of how people read press and how we select between media (in this case online press) content, - be aware how media uses our perceptual habits to orientate our attention, - read media more consciously.
Method	Presentation, analysis, group discussion
Material	<ul style="list-style-type: none"> - online magazine's cover page (a real one, or a cover page that has been edited by the teacher beforehand) a laptop and projector

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Target group	14-18
Duration	25 minutes
Introduction	<p>The teacher shows the page with a laptop and projector to the class (it can be a real cover or one which has been edited by the teacher).</p> <p>This page is a regular front cover that contains headlines (different letter sizes) and photos (see an example in the attachment) with various topics (sport, entertainment, public life, policy, news about celebrities). Among the news there is one issue (presented <u>not</u> in an eye-catching way) that concerns the life of the students' generation, e.g.: <i>"The government is considering the prolongation of the week in education - from next month Saturdays will be schooldays"</i>.</p> <p>The teacher screens the cover page and asks the students to take a look at it, and after 15 seconds turns off the projector. Then turns to the class asking the following question:</p> <ul style="list-style-type: none"> - what have you seen, what news do you remember? <p>(In general, students are more likely to mention those news that were highlighted, an eye-catching photo or something they are more interested in, according to their age. News stories which are less visible in the cover page - even though it concerns their life - like the</p>

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	<p>news about Saturday schooldays - are less likely to be remembered.)</p> <p>Take note of answers, written by each student or on flipchart. The teacher then initiates a discussion in the classroom:</p> <ul style="list-style-type: none"> - What do the students think, why do they remember some of the news more than others? - How did they read the cover page - did they read the headlines in order or they were jumping from headline to headline? - How did they select between the headlines? - How many students recognized the news about “Saturday schooldays”?
<p>Development</p>	<p>This exercise helps the students to recognize the manipulative face of the media and encourage them to be more conscious about their consumption habits.</p> <p>Alternatively the teacher could prepare a video montage presenting excerpts from television news (See, don't just watch!), or collect recordings from radio (Hear, don't just listen!).</p> <p>These variations need preparations beforehand and they need a bit more technical skills, but the students might find them enjoyable.</p>
<p>Assessment of learning outcomes</p>	<p>The group discusses and summarises the results.</p>

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ATTACHMENT

The Washington Post

Sports

NASCAR starts its engines Sunday, hoping to lead sports' return

NASCAR is banking on the belief that barring fans, restricting garage access and monitoring participants' health will add up to safe racing.
By Liz Clarke



Michael Jordan's game-worn Air Jordan 1 sneakers bring a record price at auction

By Cindy Boren - 42 minutes ago



Phyllis George joined Paul Henning, Joe Namath and Carroll O'Connor at a Super Bowl taping in January 1960. (AP)

Underappreciated pioneer blazed a trail for women in sports broadcasting

Hired as a co-host of CBS's "The NFL Today," Phyllis George showed there was more to covering the NFL than X's and O's.
By Cindy Boren

Phyllis George, Miss America who became a trailblazing sportscaster, dies at 70

The Latest

Bills' Ed Oliver arrested on misdemeanor DWI and weapons charges



Sports doc or Michael Jordan vanity project? 'The Last Dance' threads a tough needle.



TV and radio listings: May 17



Freshness Stakes rescheduled for first Saturday in October



D.C., Md. & Va.

Washington area's reopening a study in jarring contrasts

Dozens of deaths and thousands of new coronavirus cases were reported Saturday, even as some areas began welcoming droves of summertime visitors following the relaxation of restrictions in Virginia and Maryland.
By Peter Jamison, Ian Duncan and Rebecca Tan

Bikeshare, scooter services, hit hard by the pandemic, are ready to fill transit gap

Companies are hoping to capitalize on the public's need for social distancing and come back stronger.
By Luz Lazo



Dore Glasgow watches during a 9:45 a.m. Easter service at the Glasgow Farm in Fredericksburg, Va. (Matt McClary/The Post)

Churches can reopen in parts of Virginia and Maryland. But many will keep their doors shut.

Pastors are worried about exposing elderly congregants and concerned about whether the extensive safety rules would make it impossible to be in community.
By Sarah Fullam Bailey and Michele Boastin

Weather

D.C.-area forecast: Cooler and cloudier but still decent today; unsettled at times Monday into midweek.



More Regional Headlines

Man dies from injuries sustained in suspected arson



Unsettled, even foul weather may plague D.C. area much of next week due to rogue weather system



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