



Unit	
Sub-unit	Definitions of Media
Title	Putting the puzzle together - what is media?
Short summary <i>(max. 700 Characters including spaces)</i>	This short exercise encourages students to create a definition of media and the role media has. This awareness raising activity looks at the role media plays in our lives and in society.
Learning Objectives	At the end of the exercise the students: <ul style="list-style-type: none"> - will be able to define media and understand its role in society, - will be able to discuss the most important features of media.
Method	Group work, presentation, discussion
Material	<ul style="list-style-type: none"> - flipchart - laptop and projector (optional)
Target group	14-18

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Duration	<p>30 minutes</p> <ul style="list-style-type: none"> - 10 minutes for introduction and group work 20 minutes for presentation and discussion
Introduction	<p>Teacher splits the class into smaller groups with 4 to 5 students and asks them to create their own media definitions. We all use different types of media, we listen to radio, watch television, use the internet and many devices with various platforms and applications.</p> <p><i>But what is the media actually? Why is it needed? Why is it important? Collect the characteristics that come into your mind, then create your 2-3 sentences long definition!</i></p> <p>All groups have about 8-10 minutes to create their own definitions and then read them out loud to the class. The teacher writes down the most important characteristics the groups came up with. The wider group decides on one definition.</p> <p>After this short activity the teacher discusses the role of media in our lives and in society.</p> <p>There are various definitions- here is one example with the key features highlighted:</p> <p><i>The term media refers to the communication channels: through which news, entertainment, education, data, or promotional messages are disseminated. Media includes every broadcasting and narrowcasting medium such as newspapers, magazines, TV, radio, billboards, direct mail, telephone, fax, and internet.</i></p>

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	<p><i>Media is playing a significant role in creating and shaping public opinion and strengthening society. One of its more positive characteristics is that it can act as a watchdog to protect public interest against malpractice and create public awareness. As the fourth pillar of democracy along with judiciary, executive and legislature, media can play a role in acting against the injustice, oppression, misdeeds and partiality of our society.</i></p>
<p>Development</p>	<p>The complexity of the definitions depends on the teacher - the exercise can be extended if the teacher would like to teach a more complex understanding of media.</p>
<p>Assessment of learning outcomes</p>	<p>The group discusses and summarizes the results together.</p>

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