



Unit	
Sub-unit	Media Sectors and Ownership
Title	From where do you know this song?
Short summary <i>(max. 700 Characters including spaces)</i>	This activity is an icebreaker. It is a music quiz to identify the song and on which type of broadcaster it is usually being played (commercial, community or public music programmes). This exercise contributes to the understanding of the three main media types.
Learning Objectives	At the end of the exercise students <ul style="list-style-type: none"> - have an overview about the main objectives of the three main media types - their main aims and their role in society - understand how they target their own target groups (whom do they address their content and why?) know more about the function music plays in a media content
Method	Quiz, discussion
Material	<ul style="list-style-type: none"> - audio player flipchart or board

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Target group	14-18
Duration	20 minutes
Introduction	<p>Teacher pre-selects 6 songs:</p> <p>2 from a commercial radio (popular music)</p> <p>2 from public radio (classical or world- or folk music)</p> <p>2 from a community radio (music of a local minority, alternative music that does not appear in other radios).</p> <p>Students listen to the 6 tracks from radio stations (extracts of 2 minutes each might be enough)</p> <p>After each song students discuss:</p> <ul style="list-style-type: none"> - Does anybody know this song? - What type/genre is this song? - What do you think, on what type of radio broadcast was the song played? - Why there, why not elsewhere? - What do you think - to whom is the radio station addressing that song and why do they find it important to address the song to them?

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	Student or teacher takes notes on a flipchart or whiteboard.
Development	What other songs can the group suggest that would be typical for the different types of broadcasting stations?
Assessment of learning outcomes	The group discusses and summarises findings together.

MEWB_IO2

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