



Unit	
Sub-unit	The Big Change - Web2.0, Digital Era
Title	Same old story, brand new ways to tell it
Short summary <i>(max. 700 Characters including spaces)</i>	This exercise demonstrates how different media platforms provide the opportunity to tell the same thing in various ways. It also points out how the original content can be changed depending on different media channels used.
Learning Objectives	At the end of the exercise: <ul style="list-style-type: none">- students learn that different media platforms present content in different ways and that each platform has its own characteristics.- students understand how various channels, new communication platforms and different tools might change original contents and messages students will be more conscious media users
Method	group work, role play and discussion
Material	Cards, flip chart

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Target group	14-18
Duration	35 minutes - 25 minutes for introduction, group work and presentations 10 minutes for discussion
Introduction	<p>The teacher splits the class into groups, 3 to 4 students work together. Each group gets a media platform or tool (youtube, blog, news channel, television news, radio show, facebook, instagram, twitter, etc.). Then the teacher hands out a story that should be produced by the groups on their given media platform.</p> <p><u>Examples to stories/instruction:</u></p> <p><i>The Tokyo Olympic Games have been postponed to 2021 due to the novel coronavirus pandemic. Present it on the platform you get - the best way that suits the topic and the platform!</i></p> <p><i>Jim and John in Liverpool opened their special cafe bar where the guests can enjoy their orders in a Turkish bath. Present it on the platform you get - the best way that suits the topic and the platform!</i></p> <p>The students get 10-15 minutes to prepare their presentation. For those who get radio, television, youtube, etc. can produce the situation (a radio show, an interview, a short report, etc.). Those who</p>

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	<p>get platforms like instagram or blog can write a post, or make a picture with their own mobile phones, screen it to the others and explain a bit more about the content they produced.</p> <p>The teacher asks the students to pay attention to how the short story of two sentences develops, how new information is added to it, how the story might take on a different angle etc.</p> <p>After the role play they discuss:</p> <ul style="list-style-type: none"> - How much do you personally use these platforms? - What do you think? Which ones fit the topic better? - Did you notice how the basic information was changed on different platforms?
<p>Development</p>	<p>The success of this exercise is influenced by the story chosen by the teacher. It should be a story that affects students, moves them, they find it interesting. Something that concerns their life and may be humorous, is suitable to their age and of interest to them.</p>
<p>Assessment of learning outcomes</p>	<p>Discuss and summarise the activity and results together.</p>

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