



Unit	Social Media
Sub-unit	The essence of social media
Title	Traditional versus new media (focus on social media) <i>Transformation of our media behaviour</i>
Short summary	This exercise highlights the topic of the benefits and challenges of traditional and new media (focus on social media). The teacher elaborates with the students the current media behaviour of the students (which media are students using to get informed in general) and possible challenges related to the quality and reliability of news in social media (e.g. fake news).
Learning Objectives	The student is able: *to differentiate between traditional and new media; *to list at least 5 social media platforms and 5 traditional media methods; *to reflect on the credibility of news and sources in traditional and new media; *to discuss their own media behaviour (reflect on).
Method	Pro & Con debate Debates are a great way to have fun while exploring a topic. When you debate, you have the opportunity to consider issues from all sides. You'll have the chance to learn from and teach your students about these issues. Learning to deliver arguments and counterarguments helps students to think critically about a topic. Being a good debater means presenting your opinion while being respectful of other points of view. These skills will be useful in the classroom as well as outside of school.

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	<p>In a pro/con debate, an issue is presented in a statement with each side taking its own position on the issue. You either will be "pro" (you agree with the statement) or "con" (you do not agree with the statement).</p> <p>Classroom debates often are team assignments. Before the debate itself, the issue is presented to both sides. Depending on the assignment, students may be asked to argue a specific position ("pro" or "con"), or students may choose. The teacher will then give a set amount of time to debate on the topic.</p>
Material	See attachment 1 and attachment 2 below
Target group	Students 15+
Duration	45 min
Introduction	<p>1. Step: Discuss the characteristics of traditional and new media with the students (interaction between students and teacher). The teacher asks students about their opinion. What they think, what are the characteristics of traditional and new media. The teacher writes all suggestions on a white board. Finally, the teacher completes the characteristics with those not mentioned by the students.</p>
Development	<p>2. Step: Highlight the commonalities and differences between traditional and new media. Students cluster the outcomes of the Step 1 in two groups "Commonalities" & "Differences".</p> <p>3. Step: Group discussion "Pro & Con" (Group A is arguing "pro", group B is arguing "con").</p>

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	<p>Discuss the following statement with the students in two groups : "We do not need traditional media anymore; new media fully satisfies our needs and keeps us well informed".</p>
<p>Assessment of learning outcomes</p>	<p>4. Step: Reflection and sum up Each student prepares his/her media profile, based on the questions in the Attachment 2. Finally, 2-3 of them present his/her arguments in front of the class and discuss/compare the statements with their own statements/behaviours. The teacher sums up the statements and derives a conclusion.</p>

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Attachment 1 Characteristics of old and new media (focus on social media)

Traditional media	Social Media
wider audience pool	interactive
one-way conversation	immediate content
media pieces are more final	two-way conversation
longer timeline for publication needed	fast increase of networks
low direct feedback loop	more targeted distribution

Attachment 2 Discussion points for our own media behaviour

1. Do you read the news?
2. How often do you read the news?
3. What kind of news are you reading?
4. Do you think it is important to be informed and to know what is going on in the world?
5. Do you think social media is an important part of young people's daily lives? If yes, why do you think so?
6. How much time do you spend on your phone or in front of your PC screen?
7. Do you think media can in a certain way be dangerous? According to your opinion, what might be a danger?
8. People say, media today can be seen as a "fourth power" alongside the legislature. Can you imagine why people say this or what could be this fourth power be?

These interview questions have been answered also by two of our apprentices too. Have a look in our MEWB Newsletter 2 for some inspiration.

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