EMEL
european media education lab

Erasmus+

LESSON PLAN

STRUCTURE:

Overview

Outcomes

Preparation

Procedure

Online app:

Be like Bill

LESSON NAME: Internet – my smart friend

DURATION: 3 x 60 min (or more – it depends on the media form of the final output)

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OVERVIEW

There is a widely spread concern of our societies about the negative impact of Media and the Internet especially. However, its huge potential as a great source of free self-education „tool" for students is often either overlooked or not sufficiently emphasized. We believe that young people should be constantly informed about other usages of the Internet apart from being just a tool for social networking or chatting online. Therefore, this lesson aims at rising their awarness of other rich options the Internet offers which can greatly improve their own personal growth and well-being.

LEARNING OUTCOMES

Students will be able:

- to name and formulate the positives and negatives of Media and the Internet particularly
- to identify positive impact of the Internet on their self-learning
- to realise their own responsibility for their growth
- to apply theoretical knowledge about educational advertising campaigns into practice

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PREPARATION AND MATERIALS

- Go to http://www.digitalinformationworld.com/2014/06/13-reasons-why-the-internet-is-good-for-you-infographic.html and either download or use online (http://www.whoishostingthis.com/13reasons/) the infographic about the positives of the Internet and get acquainted with its content.
- Read the article about the positives of Media as a whole: http://www.buzzle.com/articles/positive-effects-of-the-media.html

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- Get acquainted with the meme (Be like Bill) generator (http://www.memecreator.org/template/be-like-bill1)

PROCEDURE

- **Brainstorm** positives and negatives of the Internet. (Was it easier for them to come up with the positives or negatives?)
- **Ask** students what they usually use the Internet for.
- **Open** the infographic of the good points of the Internet (http://www.whoishostingthis.com/13reasons/)
- **Go** through each slide and ask your students about their opinion on what they see and read.
- **Ask** them to formulate the positive effects of the Internet for young people´s lives and make a list of all of them.
- **Assign** one item from the list to each student.
- **Ask** them to go to http://www.memecreator.org/template/be-like-bill1 and make a Bill (or they can use their own names) meme saying the assigned item.
- **Upload** all the Bill memes on one of the online polls and let your students and their friends vote for the most original/funny/clever one.

The lesson can stop at this point. However, we highly advise to continue with an advertising compaign named: There is more to the Internet than just Facebook.

- **Ask** students the following questions: Do you think it is important to remind young people continuosly what great source of information the Internet is? Who should be doing that? How should they be doing it? Do you think there should be some kind of a campaign dealing with this issue?
- **Show** students the attached PPT presentation.
- **Talk** about the well-known „Got Milk" campaign and some other advertising campaigns regarding safety on the road.
- **Help** students to come up with some statements complementing the main catchphrase of the campaign.
- **Divide** students into 2 groups. One group will work on designing posters and the other on a video commercial. They should use the same statements so the campaign is coherent and interconnected.