

MEDIA TIMELINE

Lesson Plan: Media Campaign

Objective: Students will be able to describe the use of media to create awareness and understanding of people with disabilities.

Materials: Media Campaign Worksheet
Website pages

Vocabulary:

advocate	epidemic	muscular dystrophy
cerebral palsy	media blitz	polio
endorsements	mental retardation	telethon

New York State Learning Standards:

SS Standard 1: History of the United States and New York
The Arts Standard 2: Knowing and Using Art Material and Resources
ELA Standard 1: Language for Information and Understanding
ELA Standard 4: Language for Social Interaction

Procedure:

1. The teacher should view the Media Timeline section of the Media wing of the website for background information.
2. Selections from the website can be viewed by the students online or copies of those pages can be printed for student use.
3. Discuss the general concept of disabilities with the students.
4. Discuss the impact of media in general.
5. Discuss ways media can influence people's thinking.
6. Discuss ways media can help or hurt people with disabilities.
7. Have students pair up and complete the activity on the Media Campaign worksheet.
8. Have pairs share responses with the rest of the class.

Closure/Ticket out the door: What are some specific outcomes of one of your classmate's plans?



Name: _____

Media Campaign

Your group has been commissioned to design a positive campaign to help decrease fears about people with disabilities. You need to use some form of media in the project. Discuss your ideas. Develop a plan according to the following criteria.

- Our plan is organized
- Our information is accurate
- Our plan uses a form of media
- Our plan is clearly aimed at reducing fear of people with disabilities

Disability chosen:

Rationale _____

Media to be used:

Rationale _____

Campaign description:

