ELA Virtual Learning

English II

May 7, 2020

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Lesson: May 7, 2020

Objective/Learning Target:

- I can analyze how similar ideas and topics are portrayed in different media formats regarding technology.

In recent decades, technology has allowed us to create, portray, and share ideas in a million different ways!

Take a look at the meme and quote to the right, and answer the questions below:

- **What topic are both the meme and quote discussing?**

- **How might their portrayal of the topic be similar and different?**

Me when there's a new documentary about a serial killer on Netflix

"When we pay our four or five bucks and seat ourselves at tenth-row center in a theater showing a horror movie, we are daring the nightmare."

-Stephen King, "Why We Crave Horror Movies"

Congratulations! If you completed the bell work, you understand how various media formats can portray ideas and topics in different ways.

A **media format** is particular way information is stored and presented. There are four general types, which are listed with examples below.

Images	Video	Audio	Text
Photographs Memes	Movies GIFs TV shows	Music Podcasts	Books News Articles Poetry

Certain media formats can portray a single topic or idea in completely different ways. Some might be able to communicate the idea more clearly or create a particular effect for the audience. Let's say you're creating a public service announcement about stray animals. Which of the media formats below has a stronger *emotional impact*? Which one provides *more information*? Both formats are effective depending on the author's purpose.

Image

Text

Stray dogs should be cared for because they may get hurt on the road or be put in a shelter.

Now that we have reviewed different media formats and discussed their advantages when portraying a topic, let's practice analyzing the same topic through different media formats!

Use the information from slides 4 & 5 to analyze how a topic, the causes of behavior, is portrayed in audio and text formats.

After listening/reading, answer the questions below:

- **How do these two formats differ in their handling of the topic (causes of behavior)?**

- **Which format do you think would engage and inform an audience more for this topic? Why?**

"What Does the Mind of a Killer Look Like?"

NPR March 28, 2013

"You Are Shaped by the Genes You Inherit. And Maybe by Those You Don't"

Article Link HERE.

NYT Jan. 25, 2018

- **Check your answer to make sure your response meets the following criteria:**

  → Did you write in complete sentences and answer the questions?

  → Did you use standard conventions (spelling, punctuation, grammar)?

  → Did you provide a claim, evidence, and an explanation?

  → Did you provide an in-text citation for your evidence?

How do these two formats differ in their handling of the topic (causes of behavior)? Which format do you think would engage and inform an audience more for this topic? Why?

■ **Claim**

■ **Evidence**

■ **Explanation**

"What Does the Mind of a Killer Look Like" and "You Are Shaped by the Genes You Inherit" differ in how they establish a tone. The podcast establishes its tone by placing chilling sound effects after the narrator says the phrase "examine the brains of serial killers" (1:04). The article establishes its tone through word choice, specifically, "DNA sequencing", "genetic tracking", and "variation" (Zimmer, page 2). The podcast's sound effects create an eerie tone while the article's word choice establishes a formal, scientific tone. The format that is most engaging and informative for the audience is the podcasts because it still delivers a great deal of information while holding the audience's interest with sound effects and music.

Today's learning targets are listed below:

1. **I can analyze how similar ideas and topics are portrayed in different media formats regarding technology.**

On a scale of 1-5, how confident do you feel with each of today's learning targets? What did you struggle on? What did you understand the best?

1 = I still need to work on it
5 = I know I've mastered it!