



ELA Virtual Learning

**English III / Analyzing
Mediums**

May 7, 2020



Lesson: May 7, 2020

Objective/Learning Target:

- Analyze the advantages and disadvantages of using certain mediums (text, video, audio, etc.) to convey information.

Bell Ringer



Write about why you think people join cults. What draws them to a cult? How do cults control people?

Learn

No matter the purpose of the content you are creating, whether it is to entertain, persuade, inform etc., you have to choose what medium to use (text, video, audio etc.). Each medium has advantages and disadvantages. Today, you will consider those advantages and disadvantages by comparing the way the same information is presented in both audio and article formats.

1. On a sheet of paper, make a T-Chart. Label one side “article”, and the other side “audio”. You may also use [this chart](#) if you would rather type.
2. Click on the following link: [For 'Heaven's Gate' Podcast Host, The Cult Story Hits Close To Home](#). First, read the article and consider the advantages and disadvantages of presenting the information in this format. Make notes in the chart as you go along. Then, listen to the audio interview and make the same considerations for this format.

Practice

After reading the article and listening to the broadcast, look over your notes and answer the following question.

1. What are some of the advantages and disadvantages of each medium?

Practice Answer Key

(Answers will vary)

Check your answer to make sure it meets the following criteria:

- The response is written in complete sentences free of major spelling and grammatical errors.
- The response addresses advantages and disadvantages of each medium.

See an example of a proficient answer on the next slide.

Sample Proficient Answer

Each medium has its own advantages and disadvantages. An article format allows the writer to organize the information any way they see fit, whereas the audio interview format may not allow for as much freedom because it is influenced more by in-the-moment responses from the guest. One advantage an audio format has over written articles is the ability to convey tone easily. Someone's tone can easily be lost in text and it can take more work from a writer to adequately convey tone through text.

Questions for Reflection

1. Can you think of any modern day examples of cults?
2. Which medium do you prefer to engage with? Why?
3. Are there any other advantages of disadvantages of other mediums you can think of?

Additional Resources

[A Comparison Between Texts
and Other Mediums](#)



[Why Do People Join Cults?](#)