

eREAP – BrainPOP Suggested Lesson Plan

We use social media almost every day. It is a world flooded with information, and some are unsubstantiated. Join Tim and Moby with your students to grow the awareness and skills to distinguish between fact and opinion.



Media Literacy

<https://www.brainpop.com/english/studyandreadingskills/medialiteracy>

Suggested Lesson Plan (online)	
Objective	Students will be able to: <ul style="list-style-type: none"> - understand two types of information, facts and opinions, that are found in advertisements - distinguish between facts and opinions - make use of online platforms to express ideas
Preparation	<ol style="list-style-type: none"> 1. Give the link or QR code of the topic to the students, and ask them to watch the MOVIE at home. 2. Ask students to complete and submit the 'QUIZ' at home.
Activity 1: Online discussion	<ol style="list-style-type: none"> 1. Create a discussion forum with any online tools you find suitable. 2. Encourage students to discuss. Elicit or give responses when necessary. Questions: <ul style="list-style-type: none"> ● Share an advertisement you have seen recently (copy the image or link to the forum). ● What was it about? What messages did it convey? ● Did it attract you? Why? ● Which information was fact? Which information was opinion?
Activity 2: Draw a poster	<ol style="list-style-type: none"> 1. Let each student draw a poster to advertise a product/service (a real or an imaginary one). Then, write a small paragraph to talk about the tricks that have been used to blend opinions and values into the advertisement and attract potential customers. 2. Use any online tools you find suitable for students to share their works. E.g. pin board, forum, etc.
Tips	Teacher can encourage students to update the concept map at different stages when learning the topic, so students will also see their own progress. The concept map would come in useful when doing revision before exam too.

Extension topics:

Reading a Newspaper:

<https://www.brainpop.com/english/studyandreadingskills/readinganewspaper/>

Fact & Opinion:

<https://www.brainpop.com/english/writing/factandopinion/>

eREAP – BrainPOP 教學建議

我們日常生活中經常使用社交媒體。網絡世界的海量資訊，除了事實外，有些是未經證實的。讓學生們跟著 Tim 和 Moby，一同提高辨別資訊的意識，學習區分事實和意見。



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建議教案	
教學目標	學生能： <ul style="list-style-type: none"> - 了解廣告中兩種常見的資訊類型，即事實和意見 - 區分事實和意見 - 利用網上平台交流想法
準備	1. 利用 連結 或 QR code 派發影片，學生先在家觀看影片 2. 學生在家完成「QUIZ」小測
活動一： 討論	1. 使用任何網上工具展開討論。 2. 鼓勵學生討論以下問題，必要時作出引導或回應。 問題： <ul style="list-style-type: none"> ● 分享你最近看到的一則廣告（可複製圖像或連結）。 ● 這是關於什麼的廣告？它傳達了什麼信息？ ● 你覺得這廣告吸引嗎？為什麼？ ● 哪些資訊是事實？哪些資訊是意見？
活動二： 海報設計	1. 讓學生各設計一張海報來宣傳某項產品/服務（可以是真實或虛構的）。然後，寫一小段文字來簡單說明這廣告如何將意見和價值觀融入其中，吸引潛在客戶。 2. 使用任何網上工具，例如電子壁報板、討論區等讓學生分享作品。
小貼士	鼓勵學生在學習此課題的不同階段豐富腦圖的內容。學生不但能在當中看見自己學習的進程，他們日後更可用腦圖作試前溫習，非常方便。

延伸主題：

閱讀報章 Reading a Newspaper:

<https://www.brainpop.com/english/studyandreadingskills/readinganewspaper/>

事實和意見 Fact & Opinion:

<https://www.brainpop.com/english/writing/factandopinion/>