

LESSON ONE

LESSON 1: What is Media?

OBJECTIVE

- Children will become aware of some of the different types of media (TV, movies, videotapes, video games, computers, newspapers, magazines, radios/mp3's & cell phones).
- Children will learn to identify screened media and will discuss some benefits and possible harmful effects of media use.
- Children will brainstorm a list of shows, computer games, and video games they watch or play and categorize them into one of three types of screened media.

LESSON OVERVIEW

- Children discuss some different types of media.
- Children brainstorm a list of shows, computer games, video games they watch/ play.
- Children make a chart, categorizing their list into three types of screened media.
- Parents receive a newsletter.

MATERIALS NEEDED

- Chart paper/marker
- Media items: (if available)
 - Videotape
 - DVD movie
 - Video game controller
 - Hand-held game
 - Computer
 - Cell phone
 - Magazine
 - Newspaper
 - Radio/mp3 player
- Media Graphics-1A & 1B
- Media Graph Guide- 1C
- Handout 1.1 Media Activity Sheet
- A minute timer
- Parent Newsletter, issue 1



Early Writing
Connection!

KEY TERMS

Media

Educational programs

Categories

Parent Newsletter



Distribute Issue One of the *Take the Challenge Family Newsletter, EC edition* this week.

PROCEDURE

Step 1.1: Children Discuss, What Is Media?

- **Ask Children:** Raise your hand if you think you know what media is? (Take several ideas)
- **Tell Children:** I am going to show you several types of media. What do you see here? (Show each item separately (Videotape, DVD, PS2, hand-held game, video game, cell phone, mp3, magazine, newspaper) Match each item with its visual. (Handouts 1A and 1B)

Step 1.2: Children Play the Speedy Screen Game

- **Tell Children:** Now we're just going to talk about **screened** media. Which of these media types use screens? (Discuss) Now let's play the Speedy Screen Game to see how many T.V. shows, videotapes, DVD's, video games and computer games we can think of in two minutes. Raise your hand and when I point to you, say the name of a show or game and I will write it on a piece of paper. Let's try to fill this whole paper by the time the timer goes off. (Set the timer) Ready, Set, Go! (Begin charting. When the timer goes off, discuss the list.)
- **Ask Children:** Can you see all of these different examples of *screened* media? (YES) Is all screened media bad for us?

Discuss each example on handout 1A and 1B and point out some positives and negatives. Be sure to say that there may be negative affects with *too much* screen time, even with educational programs or those that help us or teach us things that are good for us to learn. Some video games get you up and moving now. (Ex. Wii) This is better than sitting there but again, too much staring at the screen is *not* healthy. Cell phones can be overused. (texting)

- **Ask Children:** How many hours do you think we spend in front of the screen each day? (Accept some guesses) Next time we have our Take the Challenge lesson, we will be talking about a fun activity that will help us find out.

Step 1.3: Children Categorize and Chart Screened Media

- **Tell Children:** Now we are going to take our ideas and make a chart. This chart is going to have three different *categories* of media on it. A category is a group of things that are alike in some ways. (Visuals found on handout 1C and as laminated singles in your supply packet)
 1. The first category includes DVD/s and video tapes. (Show the visual)
 2. Next comes all of our TV shows. (Show the visual)
 3. And finally, we have our video and computer and hand-held games. (Show the visual)

Show the poster size chart with media icons attached to the bottom of each column (see 1C) or on three separate sheets.

- **Tell Children:** Now let's take all of our ideas and write them in where they belong. (If you have room, you may add more examples as they come up to fill the sheet) (Display)

Types of Media



cell phone



newspaper



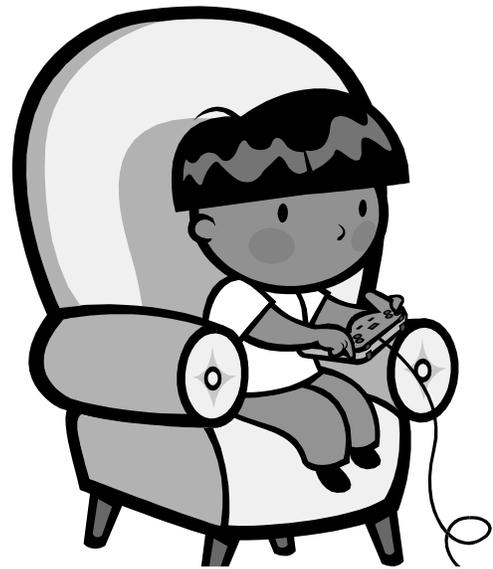
magazine



hand-held game



computer



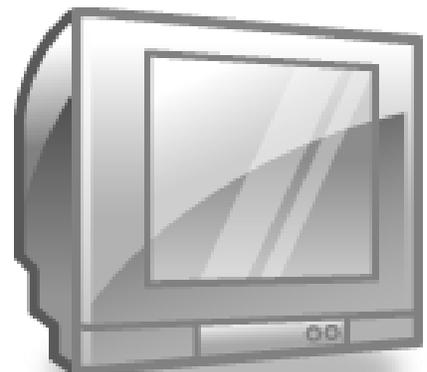
video games



mp3 player



video tapes & DVD's



T.V.

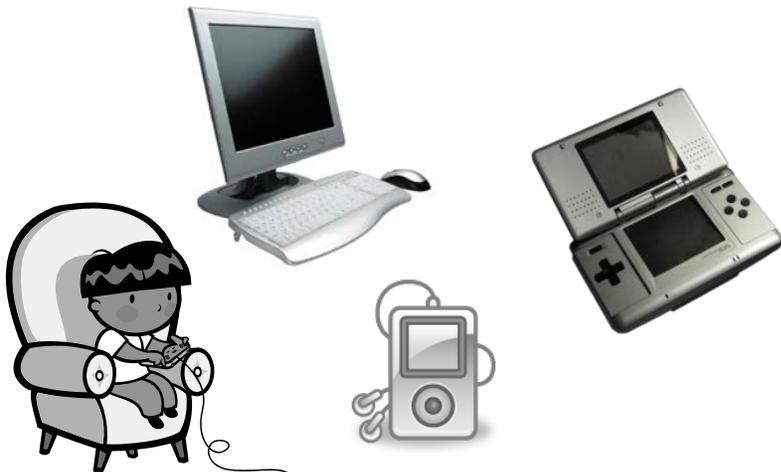


DVD's & Videos

Media Icons: Laminated icons found in supply packet or these can be copied, cut and attached to the bottom of a poster size graph or on each of three sheets for the 2 minute Speedy Screen Game.

List various
TV shows,
movies, and
video games

What so you see on the screen?		
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
ICON	ICON	ICON



Video, computer & hand-held games



TV Shows

Take the Challenge

Family Newsletter

Early Childhood Edition

Issue One

Welcome to the first issue of *Take the Challenge Family Newsletter, Early Childhood Edition*. This newsletter will keep you up to date with the media awareness lessons being taught at your child's daycare or preschool through the **Take the Challenge *Take Charge** initiative.

The Take the Challenge curriculum has been developed for children preschool-6th grade. The Preschool Take the Challenge lessons have been specifically written to fit the unique needs of our preschoolers and their families.

Our goal is to make families aware of the impact that too many hours in front of the screen can have on social development and academic success. Our main objective is to reduce the amount of time children spend watching television and playing video games and to replace that time with positive, healthy, family friendly alternatives.



Over the next few months, there will be several Take the Challenge activities going on at your child's daycare or preschool. Here is an overview:

- The first few lessons will help your child identify what some of the different types of media are, (Television, VCR/DVDs, video games, computer games, newspapers, magazines, radio and cell phones) with which types of media screens are used, and finally, the negative impact of too much time in front of the screen.
- In a few weeks, there will be a 7-day Screen Free Challenge. This event will give kids a chance to see what life is like without television and video games.
- Later lessons will help children identify smart and healthy, alternative activities.

Scary Statistics:

- Most American kids spend almost 29 hours a week watching television and videotapes.
- Watching 10 or more hours of TV a week has been shown to hurt academic achievement in school.
- An average child sees 30,000 ads on TV in just one year.
- An average person sees 2 million ads on TV by the time they are 65 years old.
- Six million videotapes are rented every day in the U.S. Only half that many books are checked out from libraries every day.

Why Do Kids Spend So Much Time With Screened Media?

- **Boredom!** Children often spend time screening just because they are bored. But compared to the other things kids could do – like play with friends, explore the outdoors, interact with parents, read books – television and other screened activities are quite boring. Studies show that kids actually become more bored when they spend a lot of time screening!
- **It's everywhere!** It is difficult to get away from the screened media. In the U.S., 99% of homes have at **least** one TV set, and two-thirds have three or more sets. This doesn't include the countless other forms of screened media kids are addicted to.
- **Habit!** Screening is a habit and parents of young children may welcome the distraction that TV and games provide as it gives them a chance to get things done. Many families keep the TV on all the time, even when no one is watching. Other times, the TV is kept on throughout meal time, stealing away precious moments of family connection time.

Why Help Your Child Spend Less Time Screening?

Research shows us that:

- Children who screen less are better able to pay attention and follow directions. They are more likely to get better grades when they reach school.
- The ads on TV & the Internet make kids want more toys and other things. They feel like what they have is never enough. Advertising is designed to make children feel that they need more things.
- Watching violent shows and movies and playing violent video games makes children more aggressive and teaches them that violence is a good way to solve problems.
- The world shown in the media is unrealistic. Younger children cannot tell the difference between what they see and what is real. They believe that the experiences of media characters could happen to them as well. And ironically, two of the most violent shows on TV are children's cartoons and our news.
- Spending too much time watching TV and playing video games can cause kids to be less physically healthy. The incidence of type 2 diabetes in children has gone up considerably.

