

Public Service Announcement

Grade 6 – Languages



Lesson Details

Grade Level:	6	Curriculum Links:	Languages	Time Needed:	2 hours in class, plus homework
Learning Goal	To gain a sense of media literacy while sharing information about the importance of wetland conservation. To develop a Public Service Announcement, targeted towards an audience of their choosing, and grow their presentation skills.				
Success Criteria	By the end of this activity, students will have created their own Public Service Announcement, gained an understanding of targeting media to a certain audience and used literacy skills and graphics to get their message across.				
Specific Expectations	<p><i>Media Literacy</i></p> <ul style="list-style-type: none"> Identify some media forms and explain how the conventions and techniques associated with them are used to create meaning; Create a variety of media texts for different purposes and audiences, using appropriate forms, conventions and techniques; Reflect on and identify their strengths as media interpreters and creators, areas for improvement, and the strategies they found most helpful in understanding and creating media texts. 				
Materials Needed	Worksheet (attached), Pencil, Computer, Internet Access.				

Lesson Description

Overview	Students will examine a variety of Public Service Announcement medias and create their own. The overarching topic will be about Wetland Conservation in Ontario. Students will create a poster presentation and deliver their Public Service Announcement to the class for peer review.
Activity	<ol style="list-style-type: none"> Start by showing the class a variety of Public Service Announcement posters; this will allow the students a chance to see a few different styles of graphic advertising. As a class, brainstorm the purpose, audience and effectiveness of each type of poster you just reviewed. Next, explain that they will be tasked with creating their own Public Service Announcement. The topic will be about Wetland Conservation in Ontario; however, the students may choose anything to advertise under that topic. Students should be split into 4 – 5 groups. Students should be given the attached worksheet and begin their research, deciding on a specific topic, audience, and media type. They will then begin creating their media. This can be done during class time or assigned as homework. Students will then present their Public Service Announcements to the class and their peers will answer feedback questions about the presentation in the attached worksheet. Finally, the students will independently reflect on their work, filling out the attached worksheet.

Lesson Description

Background Information	Wetlands are crucial to the health of water systems. If a wetland was part of the human body, it'd be known as our kidneys. They filter water and regulate the distribution of its flow. Without wetlands, bacteria and other pollutants would flow directly into our lakes and rivers. There are pressures against wetlands – building developments threaten the destruction of wetlands, which ultimately threatens an entire ecosystem that lives within it.
Blacklist Masters	<ul style="list-style-type: none"> • Worksheet (attached) • Video Link(s): Threats to Ontario Turtles and Wetlands and Turtles in Ontario • For more information, please visit https://www.turtleguardians.com/sample-page/turtle-habitats/
Place-Based Learning	Students will gain a deeper appreciation for wetland ecosystems and what they offer to our environment.
Inquiry-Based Learning	<p>Using Open Inquiry, students will research the importance of wetland conservation and create a Public Service Announcement based on their newly gained knowledge.</p> <p>Ask the students:</p> <ul style="list-style-type: none"> • Why are wetlands at risk? • Why is conservation important? • How can we help wetlands?
Turtle Stories	<p>Have you visited a wetland recently? What is one thing from your visit that you would like to advertise to others? Try creating a Public Service Announcement in another media style (E.g. video). Students are encouraged to share their experiences, pictures, and Public Service Announcements on the Turtle Stories website, found here: https://www.turtlestories.ca/</p>
Turtle Guardian Program Links	<p>After completing Level 1 (Ontario Turtle Identification) of the Turtle Guardian Program, students can move onto Level 2 (Wetland Watchers). In this level the students learn how to monitor wetland habitats and contribute to knowledge of wildlife-biology in the region. For more information, please visit https://www.turtleguardians.com/what-is-a-turtle-guardian/</p>

My Notes



Public Service Announcement: Planning

Topic:

Ontario Wetland Conservation

Subtopic:

Reason for Choice of Subtopic:

Audience:

Reason for Choice of Audience:

Poster Creation Notes:



Public Service Announcement: Peer Review

Group 1, Names: _____

Subtopic: _____

Feedback (What did the group do well? What could they work on?):

Group 2, Names: _____

Subtopic: _____

Feedback (What did the group do well? What could they work on?):

Group 3, Names: _____

Subtopic: _____

Feedback (What did the group do well? What could they work on?):

Group 4, Names: _____

Subtopic: _____

Feedback (What did the group do well? What could they work on?):



Public Service Announcement: Reflection

How effective do you think your poster was at targeting your intended audience? Explain using specific examples.

Which skills and knowledge did you use, about media texts, that helped you to create your Public Service Announcement?

What is one thing you thought worked well in your Public Service Announcement? Why?

What is one thing you would change about your Public Service Announcement? Why?
