

**2022-1-CZ01-KA220-SCH-000084941**

**Opening Digital World’s Doors to # Next Digital Generations**

**Partner: Latvia**

**Target group: Schools/ teachers and other educational providers/trainers throughout the EU.**

| **Title of the unit: Media analysis** |
| --- |
|  |
| **Duration** |
| **5 lessons** |
| **Main goals** |
| To learn to use media analysis and content creation in language educationTo learn to use social media content in language teaching |
| **Learning Outcomes (Effects):**Students will learn how to use media analysis and content creation in language educationHow to do media analysesStrategies for using social media in the language learningUsing social media in Classroom-Activities |
| **Process step by step** |
| 1. Introduction- how can media be used for teaching and learning languages.

\*What are the benefits of using media in teaching and learning?\*Examples of digital media.1. Using digital media and content creation strategies in language education.

\*Media analyses\*Content creation\*Laswell’s method\*Strategies how to do a media analyses\*What is content creation?1. Strategies for using social media in the language learning

\*How can social media be used in education?\*Seven ways to create content for your social media channels1. How to Use Social Media in Class?

\*Most recommended ways to use social media to learn languages. |
|  |
| Research workAnalysis of obtained dataSeparating the collected dataChoosing the digital tools appropriate for the chosen goal (newspaper, magazine, social network channel, etc.) Creating of a new contentEvaluating the outcome |
| **Didactic tools** |
| Social Media accounts in FACEBOOK, TWITTER, YOUTUBE, etc.Articles from different sources |
| **Evaluation** |
| Students create their own social platform account and create a profile. Making content for their accounts. |
| **Resources** |
| Different types of newspapers and articlesNews channels in EnglishLanguage teachersLibrariansComputer lab |
| **Remarks** |
| <https://hubbublabs.com/inbound-marketing/education-marketing/create-content-elt-social-media-channels/><https://www.cambridge.org/core/books/teaching-languages-to-adolescent-learners/digital-media-in-the-language-classroom/A22D1B04529F0C811FB8E16673027707><https://elearningindustry.com/getting-students-excited-about-digital-media-and-content-creation> |
| **References / Bibliography** |
| [**https://www.youtube.com/watch?v=lIVxiusdcNc&t=302s**](https://www.youtube.com/watch?v=lIVxiusdcNc&t=302s)[**https://www.youtube.com/watch?v=sXl-Sz3fC2k**](https://www.youtube.com/watch?v=sXl-Sz3fC2k)[**https://www.youtube.com/watch?v=aQXY6ABsyj8&t=663s**](https://www.youtube.com/watch?v=aQXY6ABsyj8&t=663s)[**https://www.youtube.com/watch?v=DfdoeARG170&t=332s**](https://www.youtube.com/watch?v=DfdoeARG170&t=332s)[**https://www.youtube.com/watch?v=qVqcoB798Is**](https://www.youtube.com/watch?v=qVqcoB798Is) |