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UNIT 4

Media analysis

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Goals of the Unit

- *Introduction how to use media analysis and content creation in language education*
- *How to do media analyses*
- *Strategies for using social media in the language learning*
- *Using social media in Classroom-Activities*

Introduction

Society changes, but some of its fundamentals do not. Among these fundamentals is the freedom to express our ideas, to read, to listen, to write and to produce information and communicate with others. The ability to speak, read, write and communicate is a human right. In 21st century, societies driven by media and technology, this basic human right can be extended to the ability to effectively engaged with information and media content

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How can media be used to improve teaching and learning?

Media can be a powerful way to enchance student learning. Instead of always relaying on lectures, you can use print, audio, visual media, such as books, videos, audio, television, CDs, DVDs or short films to hold your students' attention and help them to retain information.

In fact, there are thousands of English language channels on social media sites like Facebook, Twitter, Instagram and YouTube. They offer lots of ways to read in English, watch videos and even interact with other English speakers and learners.

What are benefits of using media in teaching and learning?

Popular media (films, YouTube, music, Podcasts, Blogs, etc.) are familiar medium to students that helps gain attention and maintain student interest in the theories and concepts under discussion. Students can see the theories and concepts in action.

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What is an example of digital media used by teachers in teaching and learning activities?

Video clips, educational games and virtual simulations are just a few of examples of technology resources you can use to engage and educate in the classroom...

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Using digital media and content creation strategies in language education.

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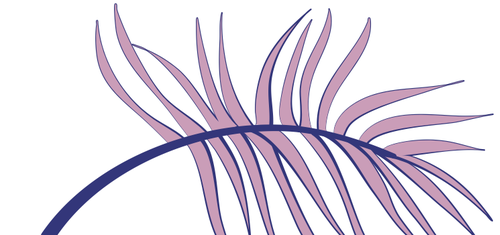
Media analyses

"The examination, interpretation and critique of both- the material content of the channels of media of communication and the structure, composition and operations of corporations that either own or control those media. Media, in this sense, refers to what used to be called the mass media, the means of communication of information to large numbers of people – television, radio and newspapers. It now encompasses multimedia, the electronic networks of communication made available by the Internet."

Content creation

Content creation is the process of identifying a new topic you want to write about, deciding which form you want the content to take, formalizing your strategy (keyword or otherwise), and then actually producing it.

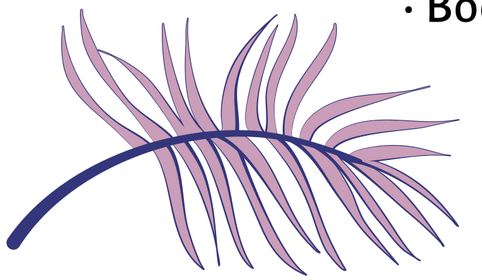


Media content analysis can be conducted in multiple ways. But, media analysis has two core elements that must always be looked at systematically: the text and its content.

1. Text

The text is the thing you look at while conducting your analysis. Neuman describes a text as: “anything written, visual, or spoken that serves as a medium for communication”. Usually we try to look at a wide range of texts within a defined period of time. This helps increase the validity of the analysis. Texts can be:

- Newspaper articles
- Television shows
- Advertisements
- Email chains
- Movies
- Books
- Blogs
- YouTube videos
- Podcasts
- etc.



2. Content

The content is the ‘stuff’ that you analyze within the text. Neuman defines content as “words, meanings, pictures, symbols, ideas, themes, or any message that can be communicated.” To analyze this content, we might count the amount of positive versus negative statements about someone, how a camera frames someone as powerful or weak, the amount of time someone is given to speak, and so forth. Generally, content can be broken down into four categories:

- Written: words, sentences, paragraphs, etc.
- Sonic / Audible: spoken words, music, sound effects, etc.
- Visual: Images, pictures, color schemes, camera angles, facial expressions, etc.
- Motive: The pace at which things move, the direction they move, etc.

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Laswell's Method

Who? Look at the media channel doing the communication. Are they respectable? Are they historically biased? Do they follow journalistic ethics? Who funds them?

Says What? Look at what is being said. How does it frame the issue?

In which channel? Is it television, blogs, podcasts, etc.? How does the channel/ medium impact the messages being communicated?

To whom? Look at who the target audience is. What this say about why the message is framed the way it is?

With what Effect? Has the media had an impact on politics, public discourse, the growth of certain movements, or the increased sale of certain products?

Strategies how to do a media analyses

COLLECTİNG STORİES TO ANALYSE

List all of the media outlets in your area. Include newspapers, news websites, radio stations, television news shows, and any other media outlets you want to include. Depending on the story you hope to share and its scope, you may also extend your search to include statewide and national media outlets

Make a list of search terms based on your topic. Identify the key terms that will help you to gather articles pertaining to your topic. This will help to streamline your research by giving you terms that you can plug into each of the media channels you decide to investigate.

Collect news stories from research databases from the last 6 months.

Separate the stories into categories and eliminate irrelevant data.

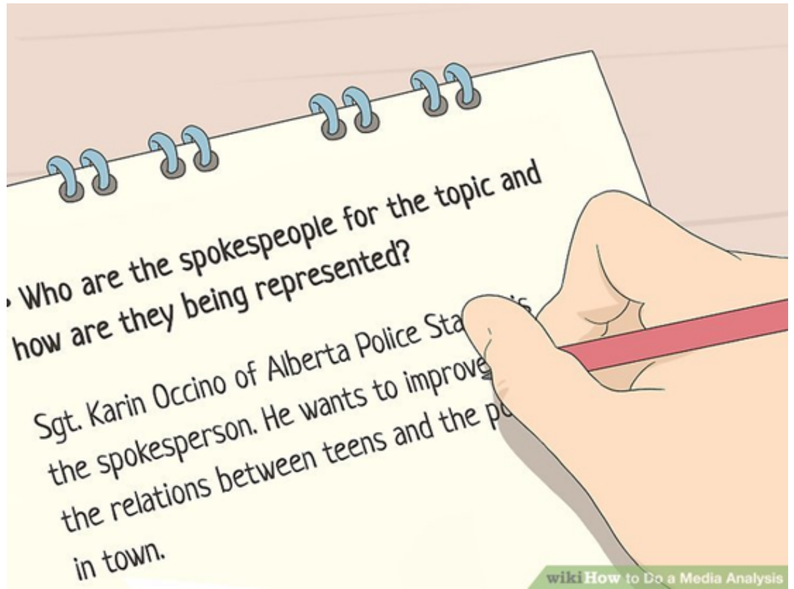
ANALYSİNG THE STORİES

Read the articles and underline or take notes.

Answer questions about the articles you read.

Summarize what you have learned.

Identify ways this may help you to introduce your own story.



STRUCTURİNG A MEDİA ANALYSİS ESSAY

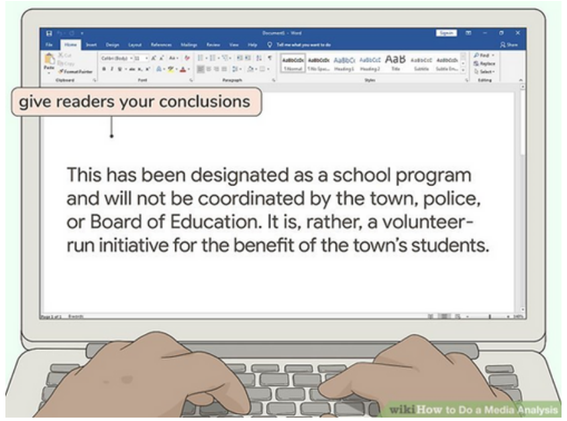
Compose the executive summary to introduce your analysis.

Describe your methodology.

Evaluate the topic to determine how the issue is being covered.

Provide the spokesperson analysis

Give readers your conclusions and recommendations



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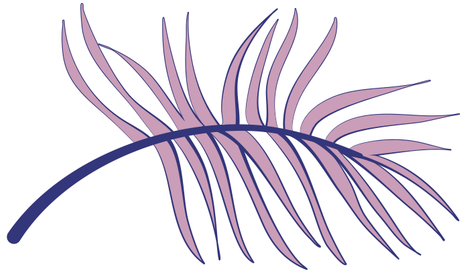
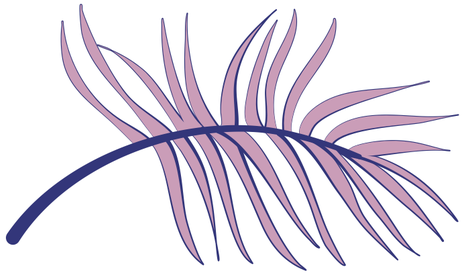
These days, the best educators are embracing social media's role in the classroom. But if you feel overwhelmed by the possibilities, you're in the right place.



What is content creation?

Content creation is the process of identifying a new topic you want to write about, deciding which form you want the content to take, formalizing your strategy and then actually producing it.

Because content can take many forms—blog posts, videos, eBooks, Tweets, infographics, and advertisements to name a few—the content creation process is nuanced and not always as simple as it might seem.



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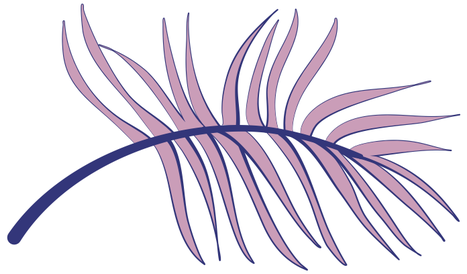
Strategies for using social media in the language learning



How can social media be used in education?

Social media has endless opportunities for educators. As a tool, it can help students improve digital literacy and critical thinking skills. It can also help promote your class, your institution, and yourself.

Social media can:

- Connect students with resources from experts around the world
- Facilitate communication and collaboration between classmates
- Provide a platform for sharing information and ideas

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Seven ways to create content for your social media channels

1.Ask your teacher ideas

2. Run social media competitions

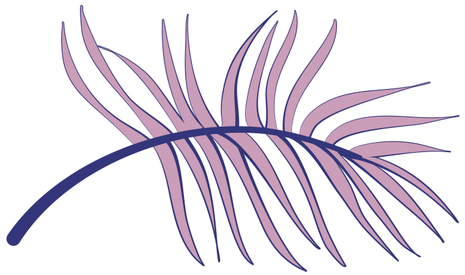
3. Keep your finger on the pulse

4. Use Canva for images

5. Adapt your content to the social channel

6. Get your camera out

7. Don’t be afraid to sell



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Ask your teacher ideas!

To create content that's of value to language learners, call on the experts – your language teachers! Ask them about their most popular resources or activities – is there a way you can repurpose them for social media? Short puzzles, grammar quiz questions and interesting language facts are all good candidates for social media posts. If students are engaging with the material in a classroom, there's a good chance they'll find it engaging online.

Run social media competitions

This is a fun way of involving your current students. Ask them to share a photo of their class, or an answer from their homework, or their favourite thing about learning English at your school. The prize can be something small, like a textbook or a dictionary – the important thing is getting them engaged with your social media presence. Just remember to follow the terms and conditions of the social media platform and have clear rules stated on your website.

Keep your finger on the pulse

Timely and relevant content is useful for learners. Current affairs are a good source of inspiration. Use whatever is going on – locally, nationally or internationally if you think it might interest learners. But unless it's part of your curriculum, mission or brand identity, it's always best to err on the side of caution. For example, if it's an election year in your country, share political idioms, rather than political opinions!

Use Canva for images

When you're sharing quiz questions or vocabulary, it will look much sharper to create an image, rather than just typing a status update. You can use a basic Canva account for free. If you create and reuse a template, the time that you'll invest will be minimal for a much more professional result.

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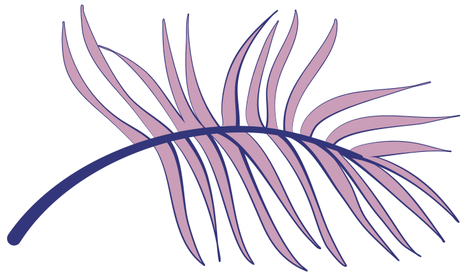
Adapt your content to the social channel

You don’t have to come up with a different post for Twitter, Facebook, Linkedin and Instagram. Instead, think about the ways you can tweak one post, depending on where you’re sharing it. An Instagram post will be more visual. A Facebook post can be more text-heavy. A tweet has to be short and sweet…you get the idea.



Get your camera out

Social media offers you a great opportunity to give potential students an insight into what it's like to study at your school. Share photographs and videos of classroom moments. Show group activities, snap your teachers in action, take photos of day to day moments around the school. It's a great way of adding warmth and authenticity to your social media presence.

Don't be afraid to sell

It's good to apply the rule of thirds in social media. You want roughly ⅓ of your posts to offer something of value to your clients, such as language posts. Then, ⅓ of your posts should share resources or articles from other members of the community (but not your direct competitors, obviously!) This leaves the final ⅓ which promote your school. So don't be afraid to sell! Tell your audience about offers you're doing, or courses that you're starting. If you're sharing lots of other useful content, they won't be put off.

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How to Use Social Media in Class?

Blogs

The most popular and accepted form of social media in the classroom is blogs. They're a great place for students to practice what they're learning and express themselves in a low-pressure environment.

You can use them in the following ways:

1) Building a class blog, where students can take it in turns to write posts on topics of interest. Other students can then add comments. The teacher will probably need to moderate, as comment threads can sometimes become heated and if you are representing an educational institution, this could become a tricky issue.

2) Creating lessons based on blogs. I once devised a reading task taking four types of blog- one academic, one on the life of an ambulance driver, one personal blog and another on current affairs. I had students skim read each blog and answer thematic questions. They then exchanged their opinions on each blog and decided which one seemed most interesting. We then had a language analysis task, with samples of text from each blog. Students examined differences in style (i.e. formality), lexis and tone, before focusing on the personal blog, which used more colloquial language. After a matching task where some key phrases were identified, students were set the task of writing a blog entry on something they had done that week.

3) Having students start their own blogs. For this to work, they will probably need support, as blogging is a habit that has to be kept up consistently and it takes time to get good at it. Teachers can do this by examining the discourse features of personal blogs and producing a structured lesson that enables learners to mimic these features in their own writing.

Facebook – Groups

Assuming all of your students have an existing Facebook account, create a grup page with all of your students! By having one central location, students can post questions about homework, opinions on a class reading, and share concerns about the class in a way that they may not feel comfortable in other settings. Having a group page such as this will increase student feelings of ownership in the class and will give students the opportunity to help each other out. As a teacher, you can use the group page to remind students of upcoming assignments, share links to helpful websites, upload documents, and help answer any questions that your students can't answer. Since most of our classroom is online, having one place to integrate websites, documents, and feedback will help students develop these integration skills and think about things from multiple perspectives.

Twitter

Twitter, the website where people share ideas using only 160 characters, can have a very positive effect in the classroom. Students can use this site to share their opinions about topics in the classroom and start a discussion. They can share pictures to further emphasize their ideas as well as read updates from celebrities. With each message restricted to 160 characters, students will be more inclined to read more as there is no intimidating block of text; just a short line to be comprehended. The character limit also encourages succinct and clear writing for our students.

Some ideas for using Twitter in a course:

1) Twitter warmer: Focus on a Twitter feed from a news source such as the BBC or CNN. In small groups, learners can read one tweet and try to predict the broader details of the story. They can then exchange ideas with another group before checking fuller details online.

2) Twitter search activity: Twitter has a powerful search tool that allows users to look for specific search items in the 'twittersphere'. Learners can be given an item of new vocabulary, for example, and search for authentic examples of use in real time. They can then derive the meaning from context (with appropriate support from the teacher).

3) Practice of short forms- the concise nature of Twitter lends itself to this

4) Practice of the present continuous- the immediacy of Twitter suggests the present continuous, e.g. 'writing an article on social media in the EFL classroom'

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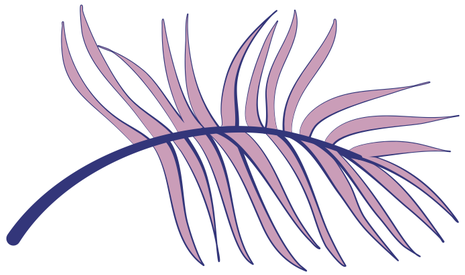
Most recommended ways to use Social media to learn languages.



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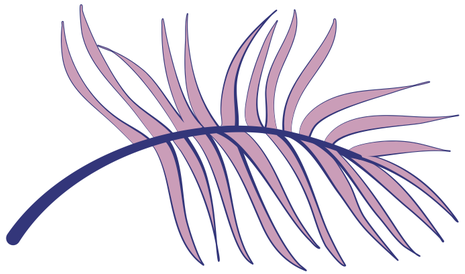
Use the 'Translate' Feature on Facebook

Most of us do the majority of our daily reading on Facebook. Although the platform is not full of literary masterpieces, it is quite helpful. By reading a foreign language on Facebook, you will be exposed to slang, common grammatical errors, and misspellings. This will force your brain to work extra hard because you will have to infer context, try to understand cultural cues you may be missing, and work out how to understand the way people talk and type. You can set "[your target language]" as your official language on Facebook and use the "Translate this message" feature. It can help you quickly learn the mentioned sentences' meaning. However, computer translation does very poorly with slang and abbreviations — you will see that machine learning is no substitute for learning a language yourself.



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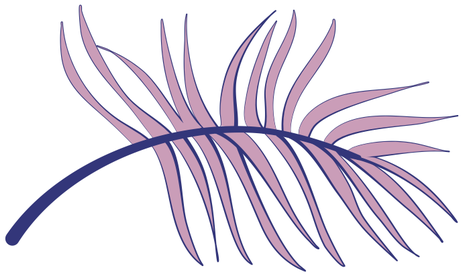
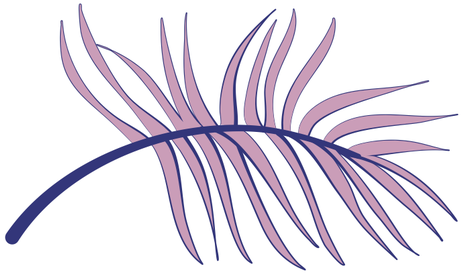
Listen to Music



Foreign-language music has never been more accessible to us than it is today. Spotify, YouTube and Netflix are global businesses used by plenty of people across the globe.

On these platforms, you can find something in the desired language you like the sound of, even if you cannot understand the lyrics. Then go through the lyrics online, in the original language. You can take the help of Google Translate or language dictionaries to try and figure out the meaning of the song.

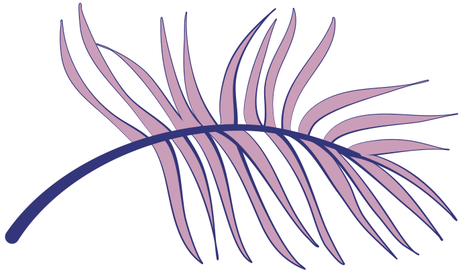
Also, if you listen to it on YouTube, you can often find these songs subtitled in English. The translations may not be proper but will help you get the gist and, of course, understand the language to some extent.



Interact with People

Learning to read a new language is great, but to truly master it, you must also speak it. Attempting to talk, listen, and converse in a new language is critical to learning.

If you are not going to interact or talk to people speaking the same foreign language you wish to learn, you will not master the language. If you do not interact, you will need to speak it at home — even if it makes you uncomfortable. Otherwise, you will plateau, and your language will forever remain at a theoretical level.



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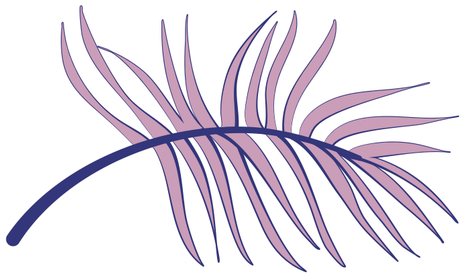
Become Follower

The best way to begin your language learning via social networks is to follow several accounts posted in your target language. It would be helpful to start by thinking about an objective. For example, if you want to learn food vocabulary, you can follow a cooking account. Whether you are interested in sport, travel, memes, the basics of the general language or any other topic, there is an account for this. In addition, if you follow these accounts, they will start to appear in your diet, so you can add a little language practice into your daily schedule.



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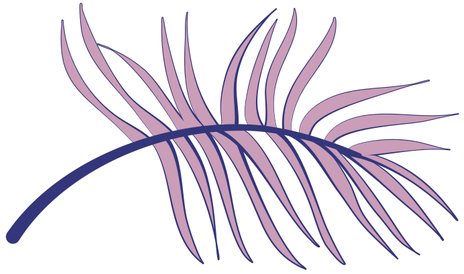
Make Boards on Pinterest

Pinterest can be a beneficial tool for language learners. The platform allows you to organize boards by keeping ideas and information (like vocabulary games and grammar rules) readily accessible, allowing you to reference it as needed, whether during an actual lesson or while you are planning to learn yourself. The platform's visual nature may be efficient for those children who learn best when they have seen images tied to words. Pinterest is bursting with creative ideas shared by language teachers and experts who have successfully taught foreign languages at home, ideas we can all take advantage of!



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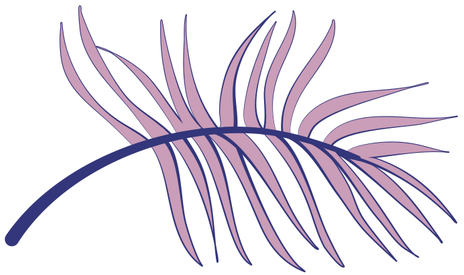
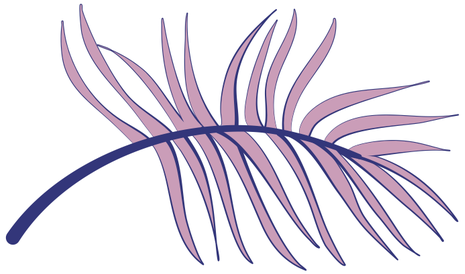
Join Social Media Groups

On social media networking sites, groups are a ubiquitous feature. They enable you to connect and network with like-minded people and interact with them and let you learn new things, like languages, vocabulary and knowledge about many things.



Join Blogs as Discussion Forums

Blogs have become an increasingly popular medium for content creation and are read by students worldwide. This is because educational blogs can be easily linked back to classroom groups, making it easier to quickly deliver knowledge and learn second languages. There are several platforms that you can use to learn languages.



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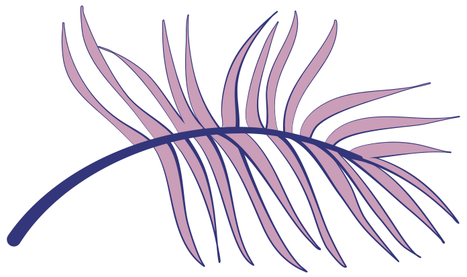
Interact through games and apps

Some of the most popular games and apps are not specifically designed to be ‘education’ apps. But innovative teachers are taking advantage and finding ways to use these technologies for learning.

One example is Minecraft, a massive game, which now has a huge community of educators using it for real learning. Language learning teachers are getting learners to collaborate and communicate in English to build their own worlds.



Conclusion

Teachers must be aware that while it's easy and exciting to put your thoughts all over the web, you must be aware of the law in the country you are working in. You must also be particularly careful if you're working with minors and ensure that no sensitive information is revealed online. Remind your learners never to share addresses or location specific contact details with people online who they don't know. You can help protect them by making blogs password protected, protecting Twitter updates and creating hidden profiles on Facebook.

You should also check terms of use and privacy statements to make sure you know what the owners of the sites are doing with any information they collect and to check that the services are suitable for the age group of your class (Many don't allow users below the age of 13)

Above all, social media is a very hot area of communication within young people's lives at the moment, so it makes sense for language teachers to get involved. Have fun!

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Media analysis

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