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## Opening Digital World's Doors to # Next Digital Generations

**Partner: Latvia**

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

<b>Title of the unit: Media analysis</b>
<b>Duration</b>
<b>5 lessons</b>
<b>Main goals</b>
To learn to use media analysis and content creation in language education To learn to use social media content in language teaching
<b>Learning Outcomes (Effects):</b>
Students will learn 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
<b>Process step by step</b>
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. 2. 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? 3. Strategies for using social media in the language learning *How can social media be used in education?

<p>*Seven ways to create content for your social media channels</p> <p>4. How to Use Social Media in Class?</p> <p>*Most recommended ways to use social media to learn languages.</p>
<p>Research work</p> <p>Analysis of obtained data</p> <p>Separating the collected data</p> <p>Choosing the digital tools appropriate for the chosen goal (newspaper, magazine, social network channel, etc.)</p> <p>Creating of a new content</p> <p>Evaluating the outcome</p>
<p><b>Didactic tools</b></p>
<p>Social Media accounts in FACEBOOK, TWITTER, YOUTUBE, etc.</p> <p>Articles from different sources</p>
<p><b>Evaluation</b></p>
<p>Students create their own social platform account and create a profile.</p> <p>Making content for their accounts.</p>
<p><b>Resources</b></p>
<p>Different types of newspapers and articles</p> <p>News channels in English</p> <p>Language teachers</p> <p>Librarians</p> <p>Computer lab</p>
<p><b>Remarks</b></p>
<p><a href="https://hubblabs.com/inbound-marketing/education-marketing/create-content-elt-social-media-channels/">https://hubblabs.com/inbound-marketing/education-marketing/create-content-elt-social-media-channels/</a></p> <p><a href="https://www.cambridge.org/core/books/teaching-languages-to-adolescent-learners/digital-media-in-the-language-classroom/A22D1B04529F0C811FB8E16673027707">https://www.cambridge.org/core/books/teaching-languages-to-adolescent-learners/digital-media-in-the-language-classroom/A22D1B04529F0C811FB8E16673027707</a></p> <p><a href="https://elearningindustry.com/getting-students-excited-about-digital-media-and-content-creation">https://elearningindustry.com/getting-students-excited-about-digital-media-and-content-creation</a></p>
<p><b>References / Bibliography</b></p>
<p><a href="https://www.youtube.com/watch?v=IIVxiusdcNc&amp;t=302s">https://www.youtube.com/watch?v=IIVxiusdcNc&amp;t=302s</a></p> <p><a href="https://www.youtube.com/watch?v=sXI-Sz3fC2k">https://www.youtube.com/watch?v=sXI-Sz3fC2k</a></p> <p><a href="https://www.youtube.com/watch?v=aQXY6ABsyj8&amp;t=663s">https://www.youtube.com/watch?v=aQXY6ABsyj8&amp;t=663s</a></p> <p><a href="https://www.youtube.com/watch?v=DfdoeARG170&amp;t=332s">https://www.youtube.com/watch?v=DfdoeARG170&amp;t=332s</a></p> <p><a href="https://www.youtube.com/watch?v=qVqcoB798Is">https://www.youtube.com/watch?v=qVqcoB798Is</a></p>