

Activity Plan: Media Masters Rock Lyric Video Series

Title: Becoming Digital Leaders: Media Mastery for Middle School

Grade Level: 7th–8th Grade

Duration: 45–60 minutes per session (adaptable for shorter periods)

Objective:

Students will develop critical digital literacy skills by analyzing, discussing, and applying the themes of the *Media Masters Rock* music video series.

Structure for Each Session (Aligned to Each Video Theme)

1. Introduction (5–10 minutes)

- Begin with a class discussion:
 - “What does it mean to be a leader online?”
 - “Have you ever seen something online that made you pause or question its truth?”
- Introduce the concept of being a “Media Master,” highlighting responsibility, truth-seeking, and thoughtful online behavior.
- Explain the theme of the day’s video (e.g., *Who’s Getting the Candy* or *How Full Is It?*).

Materials Needed:

- Projector or interactive board for the lyric video.
- Printed or digital reflection sheets (optional).

2. Watch & Analyze (10 minutes)

- Play the lyric video for the class.
- After watching, ask students to share initial reactions:
 - “What was the main idea?”
 - “What stood out to you?”
- Watch the video a second time. This time, have students take notes on:
 - Key messages.
 - Examples that connect to their own online experiences.

3. Collaborative Group Activity (15–20 minutes)

Option A: Digital Detective Teams

- Divide students into small groups and assign each group a case study:
 - A viral meme.
 - A popular social media post.

- A trending video.
- Each group answers the following:
 - “Who’s getting the candy?” (Who benefits from this post?)
 - “How full is it?” (Is it truthful, helpful, or hurtful?)
 - “Why was it created?”
- Groups share their findings with the class.

Option B: Role-Play Scenarios

- Prepare scenarios where students role-play as Media Masters:
 - Someone receives a hurtful comment online—how do they respond?
 - A post goes viral, but the truth is unclear—what questions should they ask?
- Groups act out their solutions and discuss why their approach reflects Media Master values.

Option C: Media Master Campaign

- Challenge students to create a mini-campaign for younger kids about the theme of the video.
 - They can design posters, write slogans, or create a storyboard for their own video.
- Display their work around the classroom or share with younger grades.

4. Individual Reflection & Creative Time (15–20 minutes)

Option A: Digital Journal Reflection

- Students write a short journal entry or create a digital blog post answering:
 - “What does it mean to think first online?”
 - “How can I be a Media Master in my own life?”

Option B: Lyric Remix Challenge

- Provide students with the song lyrics and invite them to rewrite one section with their own creative twist.
- Share the remixed lyrics in pairs or with the class.

Option C: Meme-Making Workshop

- Students design a meme or infographic that promotes one of the Media Master principles (e.g., “Think Before You Share”).
- Use free tools like Canva or draw by hand.

5. Class Discussion & Wrap-Up (5–10 minutes)

- Reconvene as a class to discuss:
 - *“What new skills or insights did we learn today?”*
 - *“How can these ideas help us in real life?”*
- Play the video one final time and encourage students to sing along or reflect silently.

Extensions for the Entire Video Series

1. Community Impact Project

- Over the course of the series, students develop a project to share what they’ve learned with their school or community.
 - Ideas include a school-wide assembly, a social media awareness day, or a digital pledge wall.

2. Student-Led Media Master Class

- Pair middle school students with younger grades to teach the Media Master principles.
- Students create activities, share videos, and lead discussions with younger peers.

3. Critical Thinking Lab

- Incorporate a research component:
 - Students investigate real-world examples of digital misinformation or impactful social media campaigns.
 - They present their findings and suggest solutions.

Why This Plan Works for Grades 7–8

- **Encourages Independence:** Activities foster critical thinking and personal responsibility.
- **Promotes Collaboration:** Group tasks build teamwork and communication skills.
- **Supports Creativity:** Students engage with the material through hands-on, creative approaches.
- **Flexible and Adaptable:** Teachers can adjust activities based on time, resources, and classroom dynamics.

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