

Activity Plan: Media Masters Rock Lyric Video Series

Title: Little Media Masters: Learning Digital Citizenship Through Music

Grade Level: Kindergarten–2nd Grade

Duration: 30–45 minutes per session (adaptable for shorter periods)

Objective:

Students will learn basic digital citizenship skills by watching, singing, and participating in hands-on activities inspired by the *Media Masters Rock* music videos.

Structure for Each Session (Aligned to Each Video Theme)

1. Introduction (5–7 minutes)

- Begin with a simple question: “*What do superheroes do to make the world a better place?*”
- Explain that Media Masters are like superheroes for the internet—they think first, act responsibly, and help others online and offline.
- Briefly introduce the video’s theme (e.g., *Who’s Getting the Candy* or *How Full Is It?*).

Materials Needed:

- Interactive board/projector for the lyric video.
- A superhero prop or visual (like a cape) to spark interest.

2. Watch & Sing Along (10 minutes)

- Play the lyric video for the class.
- Encourage students to listen for the song’s “big idea” or “lesson.”
- Play the video a second time, inviting students to clap, dance, or sing along.

Interactive Element:

- Pause the video occasionally and ask: *What are they singing about? What should a Media Master do?*

3. Hands-On Group Activity (15 minutes)

Option A: Superhero Circle

- Gather students in a circle and discuss:
 - *What do superheroes do to help people?*
 - *What can we do to be superheroes on the internet?*
- Use sentence starters to guide responses:

- “A Media Master always...”
- “A Media Master never...”
- Record their answers on a large poster labeled “Our Media Master Superpowers.”

Option B: Sorting Game

- Prepare cards with scenarios or pictures (e.g., a happy face, a sad face, a truthful statement, or a hurtful one).
- Students work in pairs or small groups to sort the cards into categories: *Helpful, Hurtful, Truthful, or Not Truthful*.
- Discuss why they sorted each card the way they did.

Option C: Song Motions

- Assign simple motions to key lyrics in the video. For example:
 - “Think First” – Tap your head.
 - “How Full Is It?” – Hold your arms wide like a full basket.
 - “Who’s Getting the Candy?” – Pretend to eat candy.
- Replay the video and encourage students to perform the motions as they sing along.

4. Creative Time (10–15 minutes)

Option A: Create a Media Master Badge

- Provide paper, markers, and stickers.
- Students design their own “Media Master Superhero Badge” to show they are learning to think first and act responsibly.

Option B: Draw a Media Master Superhero

- Students draw themselves as superheroes helping the internet.
- Prompt ideas: “*What does your superhero costume look like? What tools do you use to help others online?*”
- Share their drawings in a “Media Master Gallery Walk.”

Option C: Act It Out

- Create simple scenarios based on the video themes (e.g., deciding whether to share something hurtful or helpful).
- Students act out the scenario and decide together what a Media Master would do.

5. Reflection & Wrap-Up (5 minutes)

- Gather the class and review the lesson: *“What did we learn about being a Media Master today?”*
- Encourage students to complete one of these sentences aloud:
 - *“I can be a Media Master by...”*
 - *“I learned that it’s important to...”*
- Play the video one more time as students sing along or dance to close the session.

Extensions for the Entire Video Series

1. Media Master Music Week

- Watch one *Media Masters Rock* video each day.
- Dedicate the last day to a fun superhero-themed dress-up day where students celebrate becoming Media Masters.

2. Family Connection

- Send home a simple worksheet that includes a link to the videos and prompts like:
 - *“Watch the video with your family. Talk about what it means to be a Media Master.”*
 - *“Draw a picture of your family using the Media Master rules online!”*

3. Class Song Remix

- Help students rewrite one line of the song together, focusing on what they’ve learned.
- Record the class singing their remix and share it with parents or the school community.

Why This Plan Works

- **Engaging for Younger Students:** Movement, music, and visuals keep young learners focused.
- **Simplified Concepts:** Activities introduce digital citizenship in an age-appropriate way.
- **Creativity and Fun:** Hands-on tasks make learning memorable and enjoyable.

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