

Activity Plan: Media Masters Rock Lyric Video Series

Title: Digital Superheroes: Learning with Media Masters Rock

Grade Level: 3rd–6th Grade

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

Objective:

Students will develop digital citizenship skills by analyzing, reflecting on, and creating content inspired by the *Media Masters Rock* music videos.

Structure for Each Session (Aligned to Each Video Theme)

1. Introduction (5–10 minutes)

- Begin with a question: “What does it mean to be a Media Master?”
- Briefly introduce the video’s theme (e.g., “Who’s Getting the Candy,” “How Full Is It?”).
- Share why digital literacy is important in the 21st century.

Materials Needed:

- Interactive board/projector for the lyric video.
- Discussion prompt on the board: *What do you think the song will teach us today?*

2. Watch & Engage (10 minutes)

- Play the lyric video for the class.
- Encourage students to follow along with the scrolling lyrics.
- Optional: Play the video a second time, inviting students to sing along or hum the tune.

Interactive Element:

- While watching, ask students to write down one lyric that stands out to them.
- Discuss: *Why did you choose that lyric? What does it mean to you?*

3. Group Activity (15–20 minutes)

Option A: Lyric Detectives

- Break the class into small groups. Assign each group a section of the song.
- Groups analyze their section by answering these questions:
 - What message is this lyric teaching us?
 - How does this apply to real-life situations online?
- Groups share their findings with the class.

Option B: FULL-O-Meter Role-Play

- Each group is given a fictional social media post (written by the teacher).
- Students analyze the post using the video's theme (e.g., *How Full Is It?* asks students to evaluate how truthful, hurtful, or helpful the post is).
- Groups present their findings, explaining if they would like, share, or comment on the post and why.

4. Creative Extension (15–20 minutes)

Option A: Remix Challenge

- Students create their own version of the lyric video using a simple app like Flipgrid, Canva, or PowerPoint.
- Encourage them to include their drawings, animations, or live-action skits inspired by the song.

Option B: New Verse Creation

- Students write a new verse for the song that expands on the video's message.
- Volunteers can perform their verses, or you can create a “class remix” of the song.

Option C: Poster Design

- Students design posters inspired by the video's theme (e.g., a “How FULL Is It?” decision tree or a “Who's Getting the Candy?” infographic).
- Posters can be displayed in the classroom or shared with the school community.

5. Reflection & Wrap-Up (5–10 minutes)

- Students reflect on what they've learned by completing one of the following prompts:
 - “One thing I learned today is...”
 - “I will use today's lesson to...”
- Share their reflections as a class or collect them for assessment.
- End by reminding students of the key takeaway: *Media Masters think first and act responsibly to make the internet a better place.*

Extensions for the Entire Video Series

1. Media Master Mini-Projects

- Students choose their favorite theme from the series and create a project (poster, skit, remix, or presentation) to share what they've learned with others.

2. Digital Citizenship Week

- Dedicate one week to watching a different *Media Masters Rock* video each day.
- Culminate with a class assembly where students showcase their projects, remixes, or performances.

3. Family Connection

- Share the lyric videos with families through a class newsletter or online portal.
- Encourage students to discuss the videos at home and write about what their family members think about being Media Masters.

Why This Plan Works

- **Engagement:** Music and creativity capture students' attention.
- **Reflection:** Thoughtful activities encourage deeper understanding of digital citizenship concepts.
- **Actionable Skills:** Students practice real-world decision-making and critical thinking for online behavior.

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