

■ GRADE 6: LANGUAGE

RECREATING DAILY FACTS

Purpose: Students will identify audience and purpose for media texts and produce a creative brief for a new media text.

Estimated time: 40 minutes

Resources included:

- Sample Daily Fact
- Blackline master

Activity:

1. Provide students with the blackline master. Ask them to look at the sample Daily Fact infographic. Let them know this infographic was distributed online through Facebook and email, and was created with an audience and purpose in mind. Ask them to discuss briefly in partners who they think the intended audience of the infographic is and what the purpose is.
2. Share with students that they will be choosing one of the Daily Facts listed on the handout (or creating a new one) and writing a creative brief for it. A creative brief is used to communicate ideas about audience, purpose, type of media text and other details, so that a designer can produce a media text

Optional: As a class, have students come up with lists of different kinds of media texts, audiences and purposes for media texts. Record the lists on chart paper, a whiteboard or a blackboard. This list can be used as a reference for the individual activity.

3. Students will fill in the creative brief handout, specify what kind of media text they want designed (e.g. infographic, poster, television commercial, print ad, etc.) and give specific details on audience and purpose. They will also explain why the type of media text chosen is suitable for their audience and purpose. Students will create informational posters to display around the school.

BLACKLINE MASTER

This infographic was shared on facebook and through e-mail:



Who do you think the intended audience or audiences were? Why?

What do you think the purpose of this infographic is? Why?

Daily Facts

Write a creative brief on one of the following Daily Facts. You will need to choose an audience and a purpose, then decide what kind of media text would be most appropriate.

1. Only half of Canadians claim any understanding of Aboriginal issues.
 2. In 1843, a group from Montréal became the first settlers to challenge a First Nations team in the First Nations sport of lacrosse. The Mohawk players won.
 3. In use since 1816, the Métis flag is one of the oldest Canadian flags.
 4. The First Nations population in British Columbia dropped by 75% in the 100 years following the arrival of Europeans.
 5. Giniigaaniimenaaning, or "Looking Ahead," is a stained glass window on Parliament Hill that commemorates Canada's hope for a shared future after the Residential Schools apology.
 6. Called Kahswenhtha, the first treaty between First Nations and Europeans dates back to 1645 and means "Sharing the same river; steering our own boats."
 7. Inuit culture and history in North America date back more than 8500 years.
 8. There are more than 50 Aboriginal languages spoken in Canada.
 9. Aboriginal People are the youngest and fastest growing population in Canada.
 10. By 2017, Aboriginal People are expected to make up 4.1% of the Canadian population.
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