

Media Literacy

Media is a way people share information, stories, and entertainment with each other. It includes things like:

TV shows and cartoons you watch on television.

Books and newspapers that tell stories or news.

Radio where people talk or play music.

Websites and apps on phones or computers with videos, games, or articles.

Media helps people learn new things, stay updated on what's happening in the world, and have fun! But just like choosing good food, it's important to pick healthy and safe media that's right for kids.

There are different types of media, which are ways to share information, stories, and entertainment.

Match the right media to its picture

Print Media:

Books: For stories and learning.

Newspapers: Tell about news and events.

Magazines: Have pictures, stories, and fun activities.

Broadcast Media:

Television: Shows, cartoons, and news.

Radio: Music and people talking.

Digital Media:

Websites: Places to find information or play games.

Social Media: Apps where people share pictures and videos.

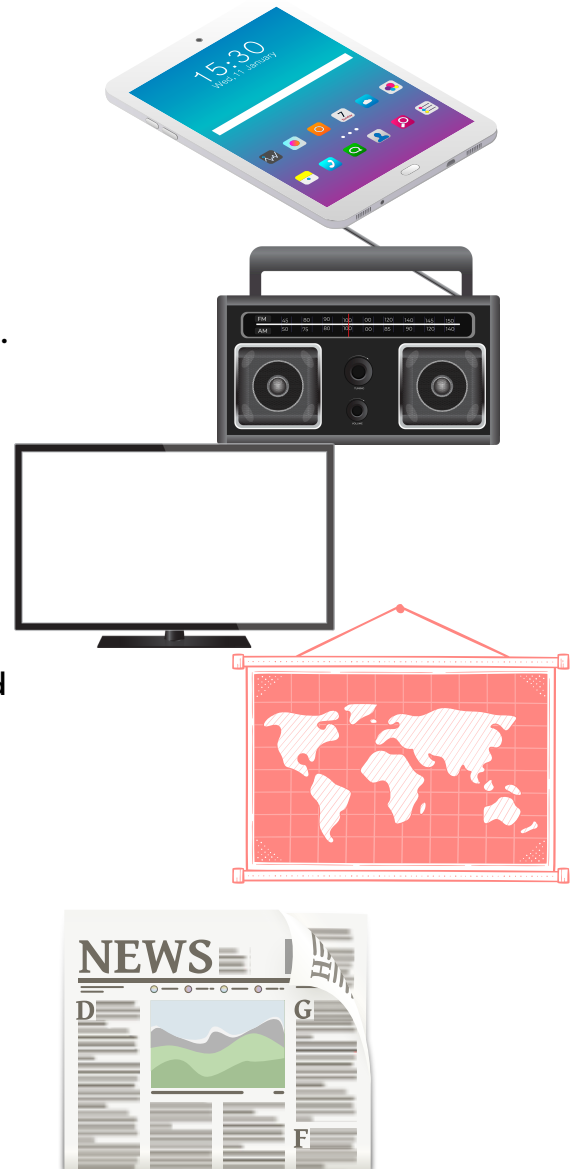
Online Videos and Podcasts: Fun videos or stories you can listen to.

Outdoor Media:

Billboards: Big signs you see on roads.

Posters: Pictures or ads on walls.

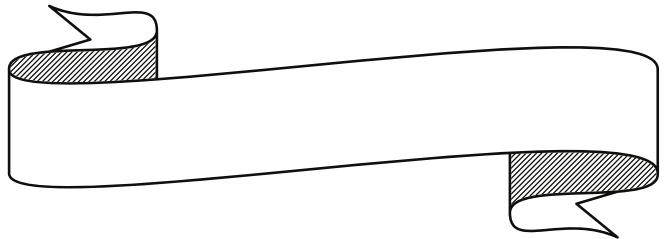
Each type of media helps people learn, have fun, or know what's going on in the world.



Media Literacy

Let's think like a detective!

- Who is telling the story? Is it a trusted source, like a teacher, a kid's news site, or a grown-up?
- Where did they find the information? Did they just hear it from someone, or did they check it?
- Does it sound too strange or silly to be true? Real news usually makes sense, while fake news often sounds surprising or unbelievable.



Kitchener-Waterloo

Kate's 5 fun things to do in and around Waterloo region: Jan. 17 to 19

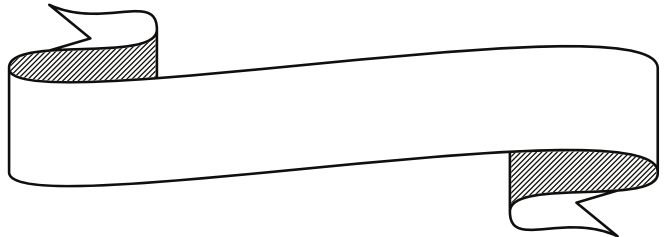
Grand Slam of Curling takes place in Guelph all weekend with teams from all over the world



Kate Bueckert - CBC News - Posted: Jan 17, 2025 8:00 AM EST | Last Updated: January 17



Skip Brad Jacobs directs teammates during a game on Wednesday at the Grand Slam of Curling at the Sleeman Centre in Guelph. Team Jacobs beat Team Korey Dropkin of the United States 10-4 Wednesday morning. Curling action will take place at the Sleeman Centre all weekend. (Kate Bueckert/CBC)



Media Literacy

1. What Is Media?

Media is a way people share information, fun stories, or try to sell things.

2. Media Is Made by People

Everything you see in media was made by someone! Think about why they made it.

Look at each example and circle why you think it was made:

1. A fun cartoon on TV

- To teach
- To sell
- To entertain

2. A toy commercial

- To teach
- To sell
- To entertain

3. A kids' news story

- To teach
- To sell
- To entertain

4. Be a Media Detective!

Look around your home. Find three types of media.

Write or draw what they are and why they were made:

Media I Found

Why It Was Made

Example: Cereal box ad

To sell cereal

- | | |
|----------|-------|
| 1. _____ | _____ |
| 2. _____ | _____ |
| 3. _____ | _____ |

5. Ask Yourself

Next time you see media, ask:

- Who made this?
- Why did they make it?

Great Job, Detective! 🕵️

Now you know that media is made by people, and you can figure out why they made it!

Media Literacy

Internet Safety Worksheet

1. Simple Online Safety Rules

Color the smiley face if the action is safe. Put the right action if it is or is not safe.

Action  Safe  Not Safe

Visiting websites your parents say are okay
Sharing your name and address with a stranger
Telling a trusted adult if something feels wrong
Clicking on a link without asking an adult first

2. My Internet Safety Pledge

Write your name on the line below to show you promise to follow these safety rules:

- I will ask a trusted adult before using a new website or app.
- I will never share my personal information online.
- I will tell an adult if I see something that makes me feel uncomfortable.
- I will be kind and respectful online.

3. Safe or Unsafe?

Look at the pictures below (or think about these examples). Draw a circle around the pictures that show safe online behavior.

- A child asking a parent before downloading a game.
- A child sharing their phone number with someone online.
- A child telling a trusted adult about a scary message.

(For drawing or coloring: Replace text with pictures for visual representation)

4. Ask for Help!

If you see something online that makes you feel:

- 😨 Scared
- 😕 Confused
- 😡 Upset

What should you do? Draw a picture of the trusted adult you would talk to.

Great Job Staying Safe Online!

Remember, the internet can be fun and helpful when we follow the rules!

Media Literacy



Create your own ad!