**Here are a few lessons to help students learn to critically analyze media:**

* Select an international news story and have students scour international news sources to locate alternative versions of the same story. Ask them to compare and contrast, and explain how the story was reported and what might have been omitted.
* Choose a magazine cover illustration (a timely choice would be one of the presidential candidates) and have students deconstruct it. Then assign students to [recreate the cover](http://frankwbaker.com/mlc/2016-presidential-candidates-magazine-covers/) using a digital tool.
* Contact area TV station sales departments and inquire about ad rates for presidential candidates. Ask students to present the ad rates, and compare and contrast why rates differ from one TV market to another. Have them explore why political action committees pay more for ad time than actual candidates.
* Have younger students watch toy ads, one that targets boys and one that targets girls. Teach them about deconstructing commercials to detect persuasion techniques used to sell during the holidays.
* Have students bring in a favorite ad from a magazine or download one from the web.  
  Using analysis worksheets from [The Media Literacy Clearinghouse,](http://frankwbaker.com/mlc/advertising/) have students create a Prezi or PowerPoint explaining the persuasive and production techniques.
* Assign students to read a lengthy news story and ask them to create a tweet of the salient points in the article.
* Remove the caption from a news photo and ask students to conduct a [visual literacy “close read](http://frankwbaker.com/mlc/close-reading-of-media-texts/).”
* When teaching with a film, introduce the [“languages of film”](http://frankwbaker.com/mlc/language-of-film/) and assign students one of the languages to use to analyze and interpret.
* Have students create an instruction manual for a piece of hardware or software, incorporating images.