

UNDERSTANDING MEDIA BIAS

SUBJECT: Critical evaluation of information online

LESSON TOPIC: Identifying and analyzing media bias

DURATION: 50-60 minutes

LEARNING OBJECTIVE/S:

Students will be able to identify and analyze media bias and propaganda techniques in various media content.

Competencies acquired: develop the ability to critically evaluate media content and gain skills in recognizing different types of media bias and propaganda techniques.

MATERIALS/RESOURCES NEEDED:

- Module 4 (<https://www.digi-civis.eu/e-learning>)
- Printed flashcards on media bias and propaganda techniques

METHODS/TECHNIQUES:

Students will engage in an interactive flashcard activity, followed by a class discussion to identify and understand media bias and propaganda techniques.

LESSON PLAN OVERVIEW

PREPARATION:

- Print the lesson flashcards that cover key concepts of media bias and propaganda (provided [here](#)).
- Prepare an introduction explaining the importance of understanding bias in the media.
- Optionally, gather examples of real media content for students to analyze after the flashcard activity (for example, in [BBC news](#))

IMPLEMENTATION:

- Define media bias and propaganda in simple terms and explain why it's important for young people to recognize these techniques in news and social media.
- Divide the class into small groups or pairs and hand one set of flashcards per group. Students will take turns quizzing each other.
- If possible, provide a few examples of biased media content (like news articles or social media posts).
- Have students share their findings and discuss how media bias and propaganda affect their perception of news and information.

MORE INFORMATION TO LEARN MORE:

- [How to Spot 16 Types of Media Bias](#)
- [Fact vs. Fake: A Quick Lesson in Media Literacy](#)

ANNEXES:

- [Digi-Civis flashcards](#)

HOMEWORK:

Choose a news article, identify any bias techniques and write a short analysis explaining the technique and how it influences the reader.

ASSESSMENT:

Participation in the flashcard activity and class discussion and quality of the homework analysis.