

English Language Arts 3: STI Media Awareness

Aim/Rationale

Cycle 1: Students will apply critical media literacy skills towards STI prevention campaigns. They will consider the implications of the term safe sex and the social stigmas that revolve around such issues.

Cycle 2: Students will exercise critical media literacy skills in their interpretation and evaluation of safe sex ad campaigns. They will consider the origins of these media and produce these media for a target audience.

Trigger Warning

Social stigma around sexually transmitted infections

Cycle 1 Competencies

- 1) *Uses language/talk to communicate and to learn*
- 2) *Represents their literacy in different media*
- 3) *Reads and listens to written, spoken and media texts*
- 4) *Writes a variety of genres for personal and social*

Cycle 2 Competencies

- 1) *Uses language/talk to communicate and to learn*
- 2) *Reads and listens to written, spoken and media texts*
- 3) *Produces texts for personal and social purposes*

Lesson

Materials

A computer, a projector, a series of video clips of safer sex campaign advertisements, and STI-campaign posters (see Resources for suggestions)

Hook [5-10 min]

Cycle 1 and Cycle 2

Watch the following suggested video or find one of a similar vein:

<http://stayingalivefoundation.org/video/being-with-you/>

Class Discussion:

What stands out in the video? How do you feel about it?

What is the video's objective? Do you think it achieves this objective?

Development/Teaching Methods [50 min (20 min part 1 and 30 min part 2)]

Cycle 1 Learning Activity

1. Using a word map have students come up with a definition of safe sex? What are the characteristics? Why is it important? Have students consider what safer sex might be?

Possible definition: sex can never be completely safe, no matter how much protection you use, you can try and be as safe as you can within the circumstances (hence safer sex).

Briefly identify STIs and STI transmission

The following resources may be helpful: <http://www.sexualityandu.ca/stis-stds>

2. Have students research other safer sex campaign videos and print ads.

Guiding Questions:

- Who is the producer of the ad?
- Is the ad effective?
- What is the ad's main message?
- What type of advertising tactics does the ad use?
- How does the ad make you feel?
- Does the ad target a specific STI?

In discussion groups have the students rate the various videos and print media on their effectiveness at spreading a safer sex message. Have them consider which one they liked best and why.

In their reflective journals have students describe their favourite ad. Why was it their favourite? How does it relate to their personal life/experiences?

Adaptations for Cycle 2

Discussion Groups:

In small discussion groups have students design their own public service announcement concerning safer sex. Have them chose a specific medium, STI and advertising focus.

Who is their target audience? How does the medium help their message? What advertising tactic are they using and why? Does the advertisement stigmatise certain groups of people?

Culmination [5 min]

Cycle 1 and Cycle 2

Class Discussion: Considering the videos and ads seen, how and why might the idea of safe sex differ from person to person?

Performance Objectives

Cycle 1

By the end of this lesson students will be able to:

- Exercise critical media literacy skills
- Have a more complete understanding of STIs and their transmission
- Understand the concept of safer sex
- Reflect on the effectiveness of media campaigns

Cycle 2

By the end of this lesson students will be able to:

- Produce media for a specific audience
- Consider the effectiveness of advertising
- Consider the origin of media messages and the tactics of advertising
- Understand the social implications behind safe sex.

Assessment Ideas

Have students document safe sex campaigns and the discussion of STIs in the television shows they watch. How often do these topics appear? Is the message altered? Consider the implications the genre may have.

Have students conduct research on the evolution of safe sex campaigns.



Tel 514-527-0928 Fax 514-527-0701
2075 Plessis, Ground Level, Montréal (Québec) H2L 2Y4
info@accmontreal.org