



Arkansas State Communication Association

Oral Communication Units and Activities

Mass Communication

Students will be able to

- identify the similarities and differences in communication and mass communication.
- demonstrate an understanding of student involvement in mass communication.
- evaluate methods for interacting with and responding to the mass media.

Strand

1. Types of mass communication
 - Newspapers
 - Magazines
 - Radio
 - Records/Cassettes/CD's
 - Television
 - Film
2. Special influences in mass communication
 - Advertising
 - Technology

Activities

1. Complete personal media inventory to illustrate involvement with the mass media.
2. Write a newspaper article in inverted pyramid style with a headline and byline on account of a school or local event.
3. Groups of 4 to 6 will produce a radio show on audio cassette. Guidelines and format may be decided by the group or assigned by the teacher.
4. Do an oral presentation on an area of mass communication (for example, the history of television, the role of women as portrayed on television; the history of comic books).
5. Watch a television program to analyze the violent incidents shown. Number and description of those incidents to be enumerated.
6. Compare coverage of a specified news event by analysis of newspaper,

- magazine, radio and/or television coverage.
7. Present an advertisement to the class in either print, audio or audio-visual format.
 8. Divide students into groups of 4 to 6. Students are to organize and present a talk show to the class. Concepts of censorship, organization and decorum will be central components of the program.

Framework

- 3.1.23 Work collaboratively to generate ideas and solve problems.
- 3.1.24 Express and logically defend one's ideas.
- 3.1.25 Speak formally to a variety of audiences for a variety of purposes.
- 3.1.27 Learn through oral activities such as reader's theatre and role-playing.
- 3.1.28 Evaluate and respond to oral presentations.
- 3.1.29 Use graphics and supporting audio-visual media.
- 3.2.9 Explore the conventions of English (grammar, usage, mechanics, etc.) as they affect oral expression.
- 3.2.10 Learn the levels of usage and their areas of applications.
- 3.2.11 Learn organizational patterns appropriate to diverse situations such as interviews, debates, conversations, etc.
- 4.1.14 Listen effectively in formal and informal situations.
- 4.1.16 Appreciate artistic, educational and scientific presentations.
- 4.1.17 Evaluate media techniques and message.
- 4.1.18 Evaluate information from a variety of sources.
- 4.1.19 Analyze and evaluate what is heard.

Class Activities

Radio Show
"Prime Time"
"Shot Sheet"
Commercial Analysis
Television Show
Advertising Unit
Ring Up A Sale