

Lesson 2: Media Ownership

Unit 2 Part A



HOMEWORK:

- Fill in the Quiz "Who Owns It?" at the top of the page. Link:

<https://veryverified.eu/units/unit-2/part-a-ownership/quiz-who-owns-it>

- Think of two reasons why it's important to know who owns the media outlets you're reading and what is their ownership model.

Activity	Time	Instructions & objectives
Check if the students have filled the quiz that was assigned as homework	2 min	Tell students that, if they forgot, they can scan the QR code from the presentation and do the quiz now.
Ask 2 people to share one or both of the reasons why they think it is important to know who owns the media outlet.	5 min	<p>Ask students about their opinion. Some of the reasons that might be identified (and if they are not raised you could mention them): 1) Knowing who owns the outlet might help understand if the reporting is biased; 2) Knowing the ownership model might help understand why journalists choose to write certain types of stories (if the outlet earns money by placing ads, they need more people to view their website and it might explain clickbait headlines); 3) If the majority of media are owned by only a few companies or people, the topics reported on might become less diverse; 4) If an outlet is run by a state it is likely to publish stories that prioritize the interests of that state, not necessarily the truth.</p> <p>This activity will help the students to start thinking about the things they will hear in the videos further on.</p>
Watch a video about private and state media	7 min	Link: https://youtu.be/OTJ45wvn8JA
Watch a video about public media	5 min	Link: https://youtu.be/E6aLcp1BI7Q

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Activity	Time	Instructions & objectives
Task	10 min	<p>Ask students to pick two media outlets and try to find their owners or explanation about the ownership model online. Ask two to reflect on how easy or difficult it was and if they noticed any differences in how much information outlets share about the owners and their role on the outlet's website. Ask what other strategies did they have to find this information (for example, searching on Google)?</p> <p>If students have a hard time picking outlets to choose, you can recommend them to look at, for example: 1) Rebalta.lv; 2) Delfi; 3) NPR.org; 4) Postimees.ee; 5) LRT.lt; 6) Radioswh.lv; 7) CNN; 8) Lrytas.lt; 9) Jauns.lv; 10) TV3.ee.</p> <p>This task is important in order to strengthen their abilities to find media owners.</p>
Show the next slides with strategies to find the owner of a media outlet	3 min	<p>Emphasize the strategies for finding the owner that students didn't bring up in the discussion.</p>
Watch an interview about non-profit outlets	5 min	<p>Tell students that you will show a video about another type of media ownership - non-profit media. Link: https://youtu.be/699YizGGdzU</p> <p>If you run out of time, skip this activity and encourage students to watch this video on their own time</p>
Conclusion	3 min	<p>Tell students, "If you would like to learn more about why it is important to know who funds the media you consume, watch this TED talk by the editor-in-chief of Latvian magazine "Ir" Nellija Ločmele on your own time.". Link: https://youtu.be/IR4MbDidwPM</p>