

MIL LESSON PLAN

LESSON PLAN:		MIL – module and unit	Module 11 Unit 4
Subject / Theme:	Social Studies, Art, Physics, Mathematics, Biology, Chemistry,		
Topic:	The rise of alternative media		
Lesson Title:	Publishing your work in non-traditional media		
Level:	Secondary, Tertiary	Lesson Duration:	

**Learning Objectives:**

- Define alternative media – their rationale, features and applications
- Analyze examples of alternative media using various formats – print, broadcast and electronic
- Describe the editorial processes (including planning, production and distribution) involved that distinguish alternative media from mainstream media

**Pedagogical Approaches and Activities:**

Watch the film “Nature by Numbers” by the Cristòbal Vila. This is one example of alternative media, at least when it comes to distribution and business model. An artist chooses to publicize his work on the Internet free to watch for anyone that is interested. What is to gain by not publicizing in a more traditional way? Why has the artist made this choice? How can he afford to do this? Where are the revenues?

- What is Alternative media to you? How will it change?
- Discuss Alternative media and why they have emerged
- Public credibility of mainstream media
  - Advent of information and communication technology
  - Changing media habits and consumer preferences Defining alternative media (in contrast to mainstream media) Ownership and control of alternative media (i.e. democratizing ownership and control) Audiences of alternative media: different sectors (women, young people, children, labourers/workers, etc.), marginalized groups (cultural communities, migrants, etc.), etc. Content of alternative media (e.g. community or sector development issues and concerns) Journalistic processes in alternative media (e.g. community perspectives, participatory and interactive approaches) The role of alternative media in society (e.g. transparency, diversity and freedom of expression) Planning, managing and sustaining an alternative medium in different settings
  - Revenue models of alternative media.

**Media and Information Resources:**

<https://vimeo.com/9953368#at=0>