



media education

ENGAGING STUDENTS
WITH THEIR WORLD

HASS

English

Visual Arts

Science

Media Arts

Maths



Discover ME 2020

**Media Education's curriculum-linked
programs and competitions for WA schools**

The West Australian

ED!



The Sunday Times

Created for teachers by teachers

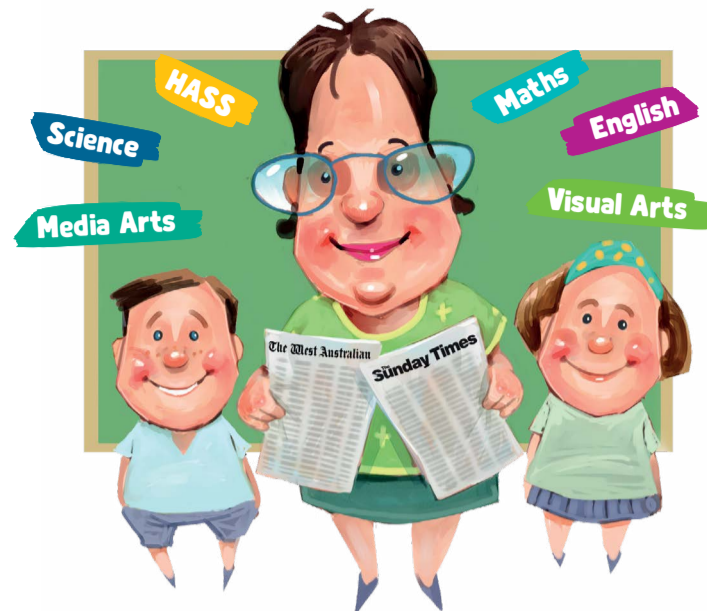
Media Education is the schools' component of Seven West Media WA – home of *The West Australian*, *The Sunday Times*, Community Newspapers, Channel Seven Perth and Telethon. Run by teachers for teachers, Media Education creates curriculum-linked classroom resources and activities to help students become informed global citizens.

Our focus is on linking news media content with high quality resources and initiatives which support the WA Curriculum and the development of media-literate students and teachers through:

- student and teacher resources,
- media-related competitions,
- practical ideas for the classroom,
- community-focused initiatives, and
- special offers for teachers.



The West Australian



Supporting the WA Curriculum

Media Education highlights how teachers can use the newspaper and other forms of media to support the WA Curriculum with a focus on relevant local content for WA students.

In 2020, we will be offering schools a number of programs that can be used in learning areas such as English, HASS and Media Arts.



Using the newspaper bridges the gap between classroom learning and real-world living. It offers examples of conflict and resolution, and fosters reading and critical thinking skills.

English

Newspapers (and television news) are a one-stop shop for exploring a range of concepts in English across many year levels, including:

- understanding and producing informative, persuasive and media texts;
- fact and opinion;
- objective, subjective and evaluative language;
- modelling clear and concise writing;
- text types – including articles, advertisements, advertorials, classifieds;
- purpose of texts;
- focus on audience;
- text structures;
- visual literacy, including text layout and use of images;
- comprehension skills – literal and inferred meaning;
- critical literacy skills;
- points of view;
- springboard for writing; and
- interviewing skills.

HASS

Newspapers are a valuable source of information about current and historical events. They are an ideal vehicle for teaching HASS skills, providing a springboard to exploring questioning and researching, analysing, evaluating, communicating and reflecting. Furthermore, some Media Education programs directly support HASS content, including Civics and Citizenship, for example:

- rules, laws and voting;
- commemorations such as ANZAC day;
- role of government;
- Australia as a democracy;
- elections in Australia;
- law enforcement, courts and the consequences of law breaking;
- resources and resource use in Australia;
- advertising – consumers and businesses;
- the three levels of government;
- rights and responsibilities of Australian citizens;
- locating and collecting information from sources; and
- identifying points of view and distinguishing between fact and opinion.

Media Arts

Even if Media Arts is not an Arts focus area for your school, teachers can enhance their students' learning in other curriculum areas using concepts from the Media Arts curriculum, with a focus on Making and Responding.

- exploration of how images, text, sound, can convey meaning for an audience;
- experimenting with media codes and conventions (technical, audio, written and symbolic);
- media and critical literacy;
- stereotypes; and
- protocols, regulations and ethics, eg. media rights, public viewing, sharing of media.

Becoming media savvy in the classroom

More than ever, young people are bombarded with information, and it can be difficult to discern the real from the fake, or the important from the trivial. Over the past 10 years news media has changed dramatically from traditional print to digital – and social media has changed the world. As students become ever more connected to devices, the use of newspapers in class can:

- offer a credible and creative avenue for developing critical and media literacy skills;
- help students to differentiate between fact and opinion;
- enable exploration of multiple points of view;
- enable a more timely analysis of current events and the ability to engage with the big issues of the day;
- help students to understand that 'fake news' is real in our world; and
- bridge the gap between the classroom and the real world.

Newspapers – aren't they a bit old fashioned?

Hands-on learning tools for the information age...

At Media Education, we are advocates for newspapers being the perfect vehicle for exploring a range of topics and ideas, especially with younger students.

Newspapers are inexpensive, fun and engaging. Most importantly newspapers are tactile – they can be drawn on, highlighted, cut up or glued.

Newspapers are like a 'living textbook' – the layout and order is predictable, even if the content isn't. Each page turned is like a new revelation – the content of the day has been curated and stories can be followed as they evolve over the course of a few days.

On the other hand, the internet can be akin to a library with all the books thrown on the floor – it can be difficult for students to know how and where to search for the best results, filter the relevant from the irrelevant information, and a certain amount of prior knowledge is required to conduct a worthwhile investigation.

Why use news?

Politics, business, sport, the arts, justice, opinion . . . newspapers are a rolling resource of important information. News never sleeps and, because no two pages or editions are ever the same, newspapers can be an effective, engaging and valuable research tool in the classroom.

Research suggests using newspapers in the classroom can:

- help with student engagement in learning generally;
- boost literacy;
- encourage higher order thinking in students;
- help students become more engaged as citizens of society; and
- boost confidence in social discussions.



TEACHERS - BE THE FIRST TO KNOW!

Every term Media Education develops a range of experiences and resources for teachers and students in WA schools.

Follow us on Facebook or join our mailing list to find out about our special offers for schools, competitions, classroom activities and more.

Visit our website for further information.

News unplugged:

Current events, how news works, and critical and media literacy...

Choose from our range of subscription programs for primary school classrooms, with integrated links to the WA Curriculum in English, HASS and Media Arts.

In these programs, the newspaper becomes a 'living textbook' for students who can investigate, highlight, cut and paste from the newspaper to complete the activities in their own workbook. Each double-page spread in the student workbooks relates to that day's news. No photocopying is required!

The activities are designed to enable students to become critical consumers of news. Through completing the activities, students will

develop the skills to consider, question, inquire and challenge reported news stories. Media Education encourages students to become informed citizens of global issues considering multiple perspectives before generating their own ideas and opinions.

Comprehensive teacher notes with links to WA Curriculum are also provided with each program. Each order includes a class set of 35 copies of *The West Australian* for 10 days, and flexible delivery options are available – order every day for two school weeks, two delivery days for five weeks, or one day per week for the term. And it's economical – the total cost for teachers is just \$25.



FOR ONLY \$25 YOU GET:

- 35 student workbooks
- delivery of 35 copies of *The West Australian* for 10 days

Making the News

- from idea to publication to you!
Go behind the scenes at *The West* and see how we deliver the news every day.

WRITING INFORMATIVE TEXTS WITH A PURPOSE

Through the real life context of 'news creation', this resource gives students a glimpse into how the newspaper is produced each day and draws parallels to the students' own writing process in the classroom.

Give your students a platform for their own writing as they investigate how reporters source news ideas, develop a story, edit their work and publish it through *The West Australian*.



- Explore what a newspaper is and how it is structured.
- Explore the news cycle, types of news stories and why some articles are given more prominence in the newspaper.
- Explore news elements such as lead paragraphs and how the 5Ws and H are used to structure news articles.
- Examine the process of interviewing subjects and what a news angle is.
- Investigate the steps involved in developing news stories from an idea to an article in the printed newspaper.

English

HASS

Media Arts

TERMS 1-4

YEARS 3-6

Current Events

in the news.
Navigate the information explosion and sort the facts from the fakes...

LITERACY THROUGH NEWS, AND 'NEWS LITERACY'

Through the context of 'current events', this resource guides students in the exploration of informative and persuasive texts in the media.

Help your students become informed and engaged citizens and understand the importance of people, events and issues in the news.



- Explore local and global events and issues.
- Investigate and analyse informative and persuasive texts in the media.
- Examine the language of media texts.
- Explore the news cycle, types of news stories and editorial decisions.
- Examine elements such as facts, opinions, omission, bias and sensationalism to develop critical and media literacy skills.

English

HASS

Media Arts

TERMS 1-4

YEARS 3-6

Advertising

- the art of persuasion.
Publicity, promotions, plays and promises

PERSUASIVE TEXTS IN THE MEDIA

Every day we are bombarded with images and information 'selling' products and messages – from what to buy and how to look, to what to watch and what to do.

Now more than ever, young people are the target audience, so it is essential for them to be 'ad aware'.

Help your students to recognise and decode ads and tactics, and develop their critical and media literacy skills with the 'Advertising – the art of persuasion' pack.



- Investigate and analyse various forms of advertising.
- Examine persuasive language, purpose, audience and layout in the context of advertising across a variety of media forms including print, broadcast and digital.
- Explore the tricks behind selling products and messages, enabling students to become more discerning and critical consumers.
- Enable students to use their skills to create ads for real companies by entering Media Education's Design an Ad competition.

English

HASS

Media Arts

TERMS 1-2

YEARS 3-6

Civics and Citizenship in the news

Being a responsible citizen in today's world.

POLITICS AND LAW IN THE MEDIA

Every day stories of governments, politicians, law enforcers, law makers and law breakers appear in the news.

Help your students become informed and engaged citizens who understand the importance of Australia's systems of law and government, how they operate and how they affect the lives of citizens.



- Explore events and issues in politics and law.
- Investigate current examples of government in action, politicians and political parties.
- Explore the links between politics and law across different levels of government, including how and why laws are created and enforced.
- Examine current court cases to underline key concepts of civics and citizenship.
- Develop critical and media literacy skills by examining how the media reports on politics and law.

English

HASS

Media Arts

TERMS 1-4

YEARS 5-6

ED!

facts and fun for kids



ED! has entertained, delighted and informed the young people of WA for more than 25 years.

Every edition has a new feature topic for students to discover and learn about the world around them. In addition students can explore diverse content including current events, reviews, interviews, recipes, crafts, biographies, puzzles, competitions and giveaways.

ED! is published every Tuesday inside *The West Australian* during school terms. Be sure to check out our website for a listing of upcoming ED! feature topics.

COMMUNITY GEOGRAPHY
TECHNOLOGY
SCIENCE SUSTAINABILITY ARTS
CULTURE HISTORY
BIODIVERSITY POLITICS

TERMS 1-4
YEARS 3-8

Classroom activities

Download free classroom activities each week that link directly to that week's feature topic and News Flash column.



SPECIAL OFFER FOR SCHOOLS

Subscribe now to receive a class set (35 copies) of ED! Magazine inside *The West Australian*.

\$15 – choose any upcoming edition of ED!

\$45 – receive ED! for an entire school term.

\$90 – receive ED! every Tuesday during the current school year.

The West Australian We're for learning SERIAL READING 2020

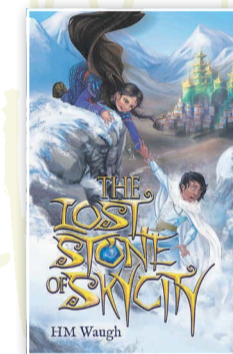
Every term a new story; every week a new adventure...

Engage with literature from WA authors by subscribing to the ED! Serial Reading program, delivered to your school every Tuesday. Explore ways in which theme, character, setting and plot are reflected in each serialised story from Fremantle Press. The weekly activities, linked to the WA Curriculum: English, are most suitable for Year 3-6 students, but can be adapted for different ages and abilities.

STORIES FOR 2020

TERM 1: *Lost Stone of SkyCity* by HM Waugh

Sunaya's peaceful village life is turned upside down when a simple mountain mission turns into a death-defying quest for survival. Winter treks to summer pastures, mythical Ice-People that are scarily real, avalanches, ice falls, power plays, mysterious magic and surprising friendships – it seems not everything in life is set in stone ...



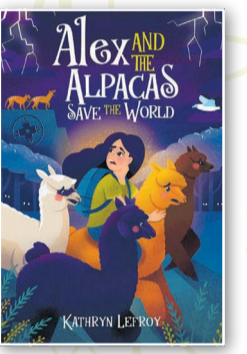
TERM 2: *A Fortunate Life* by A.B Facey

Bert Facey saw himself as an ordinary man, but his remarkable story reveals an extraordinary life lived to the full. Bert Facey was a battler, ever optimistic and hopeful despite the hardships of his life. A true classic of Australian literature, his simply written autobiography is an inspiration. This edition has been specially adapted for young readers.



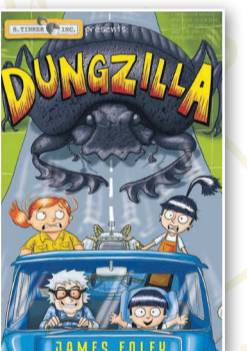
TERM 3: *Alex and the Alpacas* by Kathryn Lefroy

Alex is expecting a pretty boring summer. But when Mum takes her to visit her mysterious grandfather on his farm in Tasmania, weird things start to happen ... Weirdest of all? Her grandfather's pet alpacas ... who can talk! When things go from strange to scary, Alex must use all her brains, brawn and bravery in order to survive the sinister forces threatening life as she knows it.



TERM 4: *Dungzilla* by James Foley

Sally Tinker – the world's foremost inventor under the age of twelve – has built the incredible resizerator. But when Sally accidentally enlarges a dung beetle to enormous proportions, she finds herself with a monster problem! Can Sally and her friends save their town from being crushed by a giant poo ball?



ONLY \$90 FOR THE SCHOOL YEAR OR \$45 PER TERM

Subscriptions include:

Delivery of 35 copies of *The West Australian* every Tuesday and comprehensive teacher notes and student activities, linked to the WA Curriculum – available only to subscribing teachers.

**INCLUDES
TEACHER
NOTES**



In partnership with Fremantle Press. To find out more about the authors and illustrators, please visit www.fremantlepress.com.au

FREMANTLE PRESS
fremantlepress.com.au

English

TERMS 1-4
YEARS 3-6

Motivating topics, fun activities!

Look out for our fascinating new educational series, published exclusively in *The Sunday Times* each term.

Written especially for young people and featuring a range of interesting topics and local content, these multi-part educational series support the WA Curriculum and are designed for use in the classroom.

Each topic is developed in partnership with reputable WA organisations who generously make these available to schools at no cost.



Image courtesy of Rob McLean.

Explore new topics every term. Each topic is available only on specific dates, to be announced throughout the year. Join our mailing list at mediaeducation.com.au to ensure that you don't miss out!

Science HASS TERMS 1-4 YEARS 3-6



Cover pages from 2019 topics developed for WA schools.

Join our mailing list to be the first to find out!

Tackle the world of 'Aussie Rules' football with our exciting cross-curricular **FOOTY FEVER** program.

Follow the 2020 Australian Rules season with our fun and challenging 48 page workbook full of activities (especially for young West Coast and Fremantle fans). Students will use the Sports section and the Pre Game and The Game lift-outs in *The West Australian* to analyse, predict and investigate our national obsession round by round in real time. The action kicks off in March.

Cross-curricular content

Using the activities each week, students will explore themes including:

- sports media and journalism;
- mathematics of the game;
- language of persuasion and description;
- footy culture and sportsmanship.

English HASS Maths Media Arts TERMS 2-3 YEARS 3-8



- 35 student workbooks
- Delivery of a class set* of *The West Australian*, containing the Pre Game (Fridays) and The Game (Mondays) liftouts, for the duration of the football season.

TheGame PreGame

Road to Tokyo

Experience the excitement of the 2020 Games

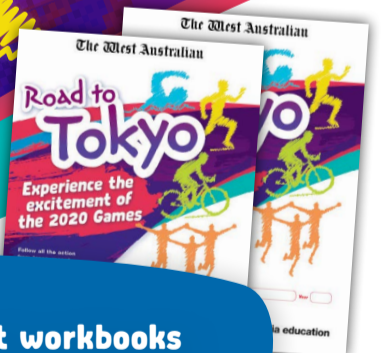
Follow all the action from Japan, record results and profile athletes as they proudly represent their nation on the world stage.

Over two thrilling weeks, students will be immersed in the emotional highs and lows, tracking the highlights of the games using *The West Australian* and the accompanying student workbook, as well as coverage on Channel 7.

FOR ONLY \$25 you will receive: 35 student workbooks Weekday deliveries of *The West Australian*

English HASS Maths Media Arts TERM 3 YEARS 3-8

TOKYO 7 The West Australian



COMPETITIONS

And the winner is . . .

There's plenty of talent in your classroom, right? And what better way to show off your students' creativity than by entering Media Education's competitions. There is no cost to enter, great prizes are up for grabs, and students could see their work published in *The West Australian*.

So get your young wildlife photographers, budding advertising gurus, junior journos and creative artists involved!

All of Media Education's competitions support the WA Curriculum, include teacher and/or student support materials, and are a perfect way for students to create works with a real purpose and audience in mind.



All of our competitions can be accessed at:
mediaeducation.com.au/competitions



Winning students have the opportunity to win great prizes and have their work published in *The West Australian*!

DESIGN an AD COMPETITION

Brainstorm ideas, be persuasive and be creative as you 'Design an Ad' for a real company!

WIN

- Each participating company will select two primary and two secondary winners who will each receive a \$100 cash prize.
- Winning students might also have their advertisement published in a special edition of *The West Australian*'s ED! Magazine in August.

Winners will be chosen based on creativity and originality.

Entries close July 3.

Design an Ad for one of these participating companies!

ENTRY IS FREE

English Media Arts

TERMS 1-2 YEARS K-12

FOCUS ENVIRONMENT COMPETITION

CELEBRATING WA'S AMAZING BIODIVERSITY through the camera lens

Choose one or more of the following categories :

- FOCUS on:** WA's native species.
- FOCUS on:** WA's habitats and ecosystems.
- FOCUS on:** Sustainability in WA.

Prizes will be awarded for each category in the following age groups: Years K-2, 3-6, 7-10 and 11-12.

It's easy to enter!

- DISCOVER:** Find out about WA's unique species, the threats they face and how people can help.
- PLAY:** Grab a camera and spend some time developing your photography skills.
- EXPLORE:** Get outside and capture the diversity of our state's plants, animals and landscapes.
- SHARE:** Compose a captivating caption that highlights the biodiversity story of your favourite photo.

Share in \$25,000 in prizes!

WIN Winning students and their schools will receive a cash prize and may have their winning photo published in ED!

Chevron human energy

Chevron Australia is proud to continue its support of the Chevron Focus Environment competition as a way of raising awareness among students about protecting and managing the environment.

English HASS

Science Media Arts

TERMS 2-3 YEARS K-12

junior journo COMPETITION

WIN \$100 book voucher from Fremantle Press

You could write for ED! Magazine!

Choose from the story options below and have a go at writing your own!

KEEP WATCH Write a Q&A about a young person achieving at state or national level in sports or the arts.

SPOT ON Survey your friends and let us know what they think.

THE BUZZ What are kids up to these days? What are kids interested in?

MAKE IT Write instructions for some cool craft ideas.

THE WORD Review a book that you think everyone should read.

HOW? WHAT? WHO? How does it work? or What is? or Who is? Choose a topic and share some interesting facts.

MIND GAMES Create three puzzles, including one crossword.

Entries close September 11

Provide us with pictures you want to include. A selection of the best entries will be published in ED! Magazine in *The West Australian* in October.

Supported by: **FREMANTLE PRESS**
fremantlepress.com.au

English Media Arts

TERMS 2-3 YEARS 3-6

more competitions on page 12 ➔

CHRISTMAS PAGEANT 7

Entries close Oct 14

design a FLOAT competition

Get creative and help us to design a new float for this year's Alinta Energy Christmas Pageant.

Use your imagination and start drawing! We'll choose our favourite bits and pieces from everyone's designs and put them together to build our new float for Media Education and ED!

CRETACEOUS CHRISTMAS

Grab your drawing gear and have some fun creating everything we need to design our dinosaur-themed float... but with a festive twist!

ALL ENTRIES MUST BE:

- hand-drawn using pencils, markers, paint, etc.
- submitted on A3 or A4 white paper.
- sent by mail (so that we can scan them).
- your own original work.

Win

Win \$100 and be invited to accompany our float in this year's Pageant, as well as a cool shirt to wear!

Visual Arts

TERMS 2-3

YEARS K-6

YOUNG TRAVEL WRITER COMPETITION

SHARE YOUR TRAVEL EXPERIENCE FOR YOUR CHANCE TO GO 'ON ASSIGNMENT' TO AUSTRALIA'S CORAL COAST

WIN!

TEN FINALISTS WILL WIN:

- \$100 cash prize
- An exclusive workshop with The West's Travel team to learn more about travel writing and photography.
- The chance to have an extract of their entry published in a special edition of The West Australian's Travel section in April.

TWO WINNERS WILL:

- Go 'on assignment' to Australia's Coral Coast with The West's Travel staff.
- Have their travel story published in The West's Travel section in May.

IT'S EASY ... ENTER NOW!

- Submit a 300-400 word story about your local, interstate or overseas travel experience or destination.
- Include a title for your story, eg. *The Point of the Pinnacles*.
- Attach two of your own photographs of the destination (jpeg, minimum 1MB).
- Write a caption for each photograph.
- Include your name, year level, school, teacher's name, and contact details.

Entries close Friday March 20, 2020.

The West Australian **travel**

Supported By: **AUSTRALIA'S CORAL COAST .COM**

English Media Arts

TERM 1

YEARS 7-12

SCHOOLS' 500 FUN-raising CHALLENGE FOR telethon

telethon 7

AUGUST

TERM 3

Can your school raise \$500 for Telethon in August?

Join our schools' FUN-raising challenge for Telethon

A quarter of a million dollars will make a real difference to the lives of many WA children – that's how much we can raise for Telethon if at least 500 WA schools participate and raise at least \$500 each! You can be assured that every dollar donated goes to Telethon.

Have FUN and help Telethon

It's easy for your school to take part, have FUN and help Telethon during August – have a crazy hair day, fun run, fancy dress parade, cake stall, book sale, money line, talent contest – it's really up to you and your school!

Visit mediaeducation.com.au/telethon500 for FUN fundraising ideas and information on how to register.

Classroom resources and more online

ONLINE

Visit us at mediaeducation.com.au

- information about our latest programs
- additional classroom resources
- special offers
- the latest education news
- competitions
- and more!

YOU CAN NOW ORDER AND PAY ONLINE!

All of our competitions can be accessed at: mediaeducation.com.au/competitions

PROFESSIONAL LEARNING

Media Education has a range of professional opportunities which are available to teachers, schools and professional organisations throughout the year.

We can tailor PLs to suit your needs and available time frames, and can offer both hands-on workshops and lecture style presentations.

WE ARE AVAILABLE FOR:

- Whole-school workshops
- Network meetings
- Conferences
- Off-site PLs

TOPICS INCLUDE:

- Informative and persuasive texts in the news
- Fact v opinion in media texts
- Understanding bias and perspectives in the media
- Making the news
- Exploring current events in the classroom (cross-curricular)
- Exploring Civics and Citizenship through the news
- Advertising as a persuasive text
- Media-based programs for the classroom (ME programs overview)



Please visit the 'teacher hub' section of our website or contact us to discuss your professional learning needs.

Subject to availability. Minimum numbers and charges may apply.



SCHOOL SUBSCRIPTIONS

Special subscription rates for schools

Are you looking for a one-off delivery of *The West*, or looking to order for the whole school year?

We have special rates just for schools for delivery of class sets of *The West Australian*, *The Weekend West* or *The Sunday Times*.

Choose from our single day delivery options from as low as \$15, or our economical weekly, term or annual rates.



Order a class set of:	Single delivery	Weekly	Term	Annual
The West Australian The Weekend West The Sunday Times	\$15 per day	-	\$45 per day for the entire school term	\$90 per day during the current school year
The West Australian		\$25 (Mon-Fri)	\$170 (Mon-Fri)	\$375 (Mon-Fri)

One class set = up to 35 copies, minimum quantities apply.
Delivery is on school days to WA schools within *The West's* distribution network.

School Staff Home Delivery Offer

Receive Saturday and Sunday papers + Everyday Digital for only \$6/week*

Receive Monday to Sunday papers + Everyday Digital for only \$9.90/week*

*Terms and Conditions apply, refer to subscriber.thewest.com.au/schoolstaff for further details.



Visit: subscriber.thewest.com.au/schoolstaff
Call: 1800 811 855 and quote the offer code 'school20'

