

Extension Task Directions

Now that you have explored narrative voice and its effect on readers, you will evaluate perspective in real-world situations. You will determine the reliability of sources and become critical readers and viewers of media who can discern fact from fiction. As you evaluate media, you will explore the question: How do I know whether information is reliable?

Select a specific topic to research. Consider the various ways that media attempts to persuade readers and viewers. As you come across two or more texts that provide conflicting information on the same topic, identify where the texts disagree on matters of fact or interpretation. Possible places of research include:

- social media postings
- online hoaxes and urban legends
- television commercials
- print/online advertisements
- campaigns
- television talk shows
- newspaper articles

Then create and deliver a multimedia report that explains how persuasive techniques are used and present the advantages and disadvantages of using different mediums to present a particular topic or idea. Provide examples and evaluate the motives behind the various examples. Within the presentation, quote or paraphrase the conclusions of others while avoiding plagiarism and following a standard format for citation.

Possible resources for research:

- **“Science of Persuasion,”** Influence at Work
- **“Episode 5: Power of Persuasion”** from *Brain Games*, National Geographic Channel
- **“Reference Source for Media Literacy”** from Center for Teaching, The University of Iowa
- **“Buy Me That: Kids and Advertising,”** Frank Baker
- **“Dove: Evolution,”** DoveGlobal
- **“News Bias Explored: The Art of Reading the News”**
- **“What You See, What You Don’t: Television,”** Frank Baker
- **“Evaluating Internet Resources”** from Teacher Tap
- **“Advertisements—What psychological tricks do they use?”**
- **“Did You Get the Message?”** from econedlink, Council for Economic Education
- **“Believe It or Not?”** from econedlink, Council for Economic Education
- **“Be an Ad Detective”** from econedlink, Council for Economic Education