

What is Digital Media?

40 minutes

Digital Media Literacy

WHAT THIS LESSON DOES

In this lesson, you'll explore the basics of digital media, understanding what it is and why it matters. Follow the steps to learn about digital media literacy, reflect on its role in your life, and preview exciting course topics ahead.

WHAT STUDENTS SHOULD BE ABLE TO DO

- Understand the definition and scope of digital media in everyday life.
- Recognise the importance of digital media literacy for safe and effective online engagement.
- Identify examples of digital media and their relevance to personal experiences.
- Explore the impact of digital media on communication, learning, and creativity.
- Develop an awareness of responsible and ethical online behaviour.

BEFORE THE LESSON

- This lesson is discussion and reflection led, so no accounts or logins are needed, but pupils will want their own device for the practical task in step 4.
- Have the interactive activity open and tested on your projector or board so the class can see the examples together.
- Space to sit in a circle or small groups for the step 6 discussion.

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HOW THE LESSON RUNS

Introduction

What is Digital Media?

What is Digital Media Literacy?

Practical Task: Your Digital Media Examples

Digital Media in Your World

Group Discussion

Wrap Up

TEACHING MOVES

- 1. Introduction. Open by asking the class to call out what they did online this morning. Let their answers stand as the first list of digital media before you define the term.
- 2. What is Digital Media? Keep the definition concrete. Point at the screen and name the pixels, then have pupils sort their own answers from step 1 into video, photo, music, game or post.
- 3. What is Digital Media Literacy? Draw the reading and writing comparison out loud: literacy is a skill you build, not a thing you own. Ask what a smart online choice looks like.
- 4. Practical Task: Your Digital Media Examples. Give pupils a minute alone with their device to list the media they use most. Then have a few read theirs out and note the overlap on the board.
- 5. Digital Media in Your World. Focus this on the idea that media can change how you feel or think. Ask for one example of a funny or popular post everyone shared, and why it spread.
- 6. Group Discussion. Seat pupils in a circle or small groups and take turns. Keep it positive and on topic, and make sure every pupil names one example before moving on.
- 7. Wrap Up. Recap the two core terms in the pupils' own words: digital media is the content, literacy is the skill to use it safely. Preview what the course covers next.

WHAT TO WATCH FOR

- Pupils think digital media means only social media, or only things on a phone. Widen the list with them: news websites, music apps, online games and video calls all count. Ask them to name one example that is not on a phone.
- Pupils treat digital media literacy as knowing how to use an app rather than judging what they see. Give a quick example of a headline that might be fake and ask how they would check it. Literacy is the questioning, not the tapping.

DIFFERENTIATION

- Emerging: For a pupil who struggles to name examples, give a starting category such as videos or games and ask them to fill in just one. Pair them with a partner for the practical task so ideas are shared aloud.
- Developing: Ask them to say why one of their examples counts as digital media, not just that it does. Have them add one example they would not have thought of before the lesson.
- Proficient: Ask them to sort their list into media they create versus media they only consume. Have them explain to a partner one way being digitally literate keeps them safer online.