

Close Reading: Chapter-Lessons

The content for the book [*“Close Reading The Media”*](#) resulted from my authoring a monthly column, now blog, for [Middleweb.com](#).

(A big thanks goes to my editors John Norton and Susan Curtis, as well as my Routledge editor Lauren Davis.) For those who may have just discovered this resource and don't already know, I maintain the [Close Reading The Media](#) web site as well as [The Media Literacy Clearinghouse](#) web site. In addition, I conduct professional development at schools, districts and conferences. [Contact me](#) for details. Follow me [on Facebook](#) and on Twitter: @fbaker

Chapter	Month	Lessons	Big Ideas
1	August	Lesson 1 Exploring Media Literacy Lesson 2 Close Reading Lesson 3 What's Missing?	media literacy concepts; close reading media texts ; omissions
2	September	Lesson 4 TV Advertising Lesson 5 Political Ads Lesson 6 Truth vs Propaganda	ads ; politics/media ; propaganda
3	October	Lesson 7 Media Literacy Week Lesson 8 Analyzing Political Debates Lesson 9 Detecting Fake News	political debates; fake news
4	November	Lesson 10 Examining Holiday Toy Ads Lesson 11 Looking Beyond Toy Ads	toy advertising/marketing
5	December	Lesson 12 Studying Parody Lesson 13 Big Media's Influence on News	parody ; big media
6	January	Lesson 14 Super Bowl Ads Lesson 15 The Diet Ad Explosion Lesson 16 Black History Gordon Parks Lesson 17 Civil Rights Photographs	super bowl ads ; diet ads ; visual literacy ; civil rights images
7	February	Lesson 18 Academy Awards Lesson 19 Exploring the Language of Film Lesson 20 Symbols of Costume Design	Oscars; language of film ; costume design
8	March	Lesson 21 Hollywood vs History Lesson 22 Analyzing Media Through Docudramas Lesson 23 Emotional Appeals in Media	motion pictures; emotion in media
9	April	Lesson 24 Examining Product Placement Lesson 25 Noticing The Power of Branding	product placement ; branding

10	May	Lesson 26 Media Messages in Magazines Lesson 27 Interpreting Iconic News Images Lesson 28 Role of Celebrity in Raising Awareness	magazines ; news ; visual literacy
----	-----	--	---