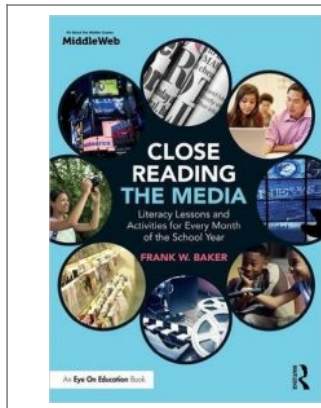


# Close Reading The Media (book)



Close Reading The Media  
Literacy Lessons and Activities for Every Month of the School Year  
by [Frank W. Baker](#)  
Publisher: Routledge  
[Table of Contents](#)  
Date: Fall 2017  
ISBN: 978-1138216006, 1138216003  
160 pages  
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Target, & Walmart

Description: Teach middle school students to become savvy consumers of the TV, print, and online media bombarding them every day. In this practical book co-published by Routledge and [MiddleWeb](#), media literacy expert [Frank W. Baker](#) offers thematic, timely lessons for every month of the school year, so you can engage students in learning by having them analyse the real world around them. Topics covered include critiquing the messages behind Super Bowl ads, Christmas toy commercials, fall political campaigns, and more. Through these lessons, students will learn to read the media more closely and will improve their critical thinking skills. The book also offers classroom-ready handouts you can use immediately.

Testimonial reviews:

“What student would not want to explore and deconstruct media messages from the latest TV season, Super Bowl ads, popular film, toy commercials, award shows, popular songs, news photographs, and MAD magazine cover parodies? Frank Baker makes essential media literacy concepts accessible, presents ideas to inspire creativity and offers practical strategies to hook young learners in critical thought. Interdisciplinary and jam-packed with resources, important question checklists and engaging, relevant, standards-aligned ideas for active learning, *Close Reading the Media* is a timely go-to volume for

classroom teachers as well as teacher librarians.” –**Joyce Valenza, PhD, Assistant Teaching Professor, Rutgers University, SC&I**

“Fans of the amazing Frank Baker will be thrilled with this collection of Frank’s “greatest hits”! The lessons that Frank provides are so valuable and so needed by today’s teachers who are trying to help their students navigate our current roller-coaster media world. This book is arriving just in time—thank you, Frank!” –**William Kist, PhD, Professor, Kent State University**

About the author: **Frank W. Baker** is an educational consultant to the The Academy of Motion Picture Arts & Sciences, the Writing Improvement Network and the News Literacy Project. He is a blogger for [MiddleWeb](#) and a frequent presenter at school, districts, and conferences across the country, including SDE, IRA, NMSA, and NCTE. He has written teaching standards and supporting documents (ELA; Visual & Performing Arts) for the SC State Department of Education. He is the author of [Media Literacy in the K-12 Classroom](#) (ISTE, 2016) and a contributor to [Mastering Media Literacy](#) with Heidi Hayes Jacobs (Solution Tree, 2013). He manages the Media Literacy Clearinghouse website (<http://frankwbaker.com/mlc/>).