Media Decoded: Unit Overview

ENG2D, Grade 10 Academic English, Unit 2. 14 classes of 75 minutes (about three weeks).

The big question

Who decides what you see, and who benefits?

Students take apart the media they use every day (feeds, ads, influencers, viral posts, news and thumbnails), then use the same techniques honestly to create a public service campaign.

Lessons

#	Lesson	Classes	Question	Expectations	What's inside
1	**Be the Algorithm**	1	Who decides what you see?	M 1.1, 1.4, 1.5, 1.6; OC 2.2	Feed simulation with student profiles and post cards
2	**Ad Autopsy**	1	What is this ad really saying?	M 1.2, 1.3, 1.4, 2.1, 2.2	Four original ads; four-corners vote; fine print race
3	**Influencer Inc.**	1	How can you tell it's an ad?	M 1.1, 1.5, 1.6; OC 1.8	Three creator posts; thumbs vote; Ad Standards video
4	**Real or Rendered?**	1	How do you check before you share?	M 1.3, 1.5, 2.2; R 1.8	Viral post and fake quote; SIFT; lateral reading race; MediaSmarts video
5	**Same Story, Different Angle**	1	How does news frame a story?	M 1.2, 1.4, 1.5; R 1.8	Three headlines about one story; headline remix
6	**Thumbnail Science**	1	Why do we click?	M 1.4, 1.6, 2.1, 2.2	Four thumbnails; click vote; design challenge
7	**Pitch It**	1	What will your campaign do?	M 3.1, 3.2, 3.3; OC 2.1	Campaign planner; 60 second pitch trios
8	**Studio Days**	4	How do you make it on purpose?	M 2.2, 3.3, 3.4	Mini-lessons, planners, studio log, peer review
9	**Screening and Reflection**	2	Did it work, and why?	M 1.4, 4.1, 4.2; OC 1.9	Gallery walk with audience cards; creator's statement
	Flex day	1			Catch-up, conferences or an extension activity

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Assessment

Type	In this unit
Assessment for learning	Exit tickets every lesson, votes and discussion, the campaign planner and the studio log
Assessment as learning	Autopsy reports, trackers, peer feedback slips, peer review and self-assessment
Assessment of learning	Public service campaign: main piece, companion piece and creator's statement, assessed with the four-category rubric

What's in each lesson

- Teacher lesson plan with expectations, timed sequence, differentiation, look-fors and an answer guide
- Slides with speaker notes
- Student handouts and an exit ticket
- Editable Word and PowerPoint files, plus PDFs

About the examples

Every ad, post, headline and thumbnail in this unit is original and fictional, made for these lessons, so no real brand, creator or outlet is being judged. Students are invited to bring in their own examples from their feeds.

Free outside resources used

- **Ad Standards, Influencer Marketing:** adstandards.ca/programs/influencer-marketing (Lesson 3)
- **MediaSmarts, Break the Fake:** mediasmarts.ca/teacher-resources/break-fake-becoming-fact-checker (Lesson 4)
- **SIFT** by Mike Caulfield, used under CC BY 4.0 (Lesson 4)

Links were checked in November 2026. Please preview videos before showing them.

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