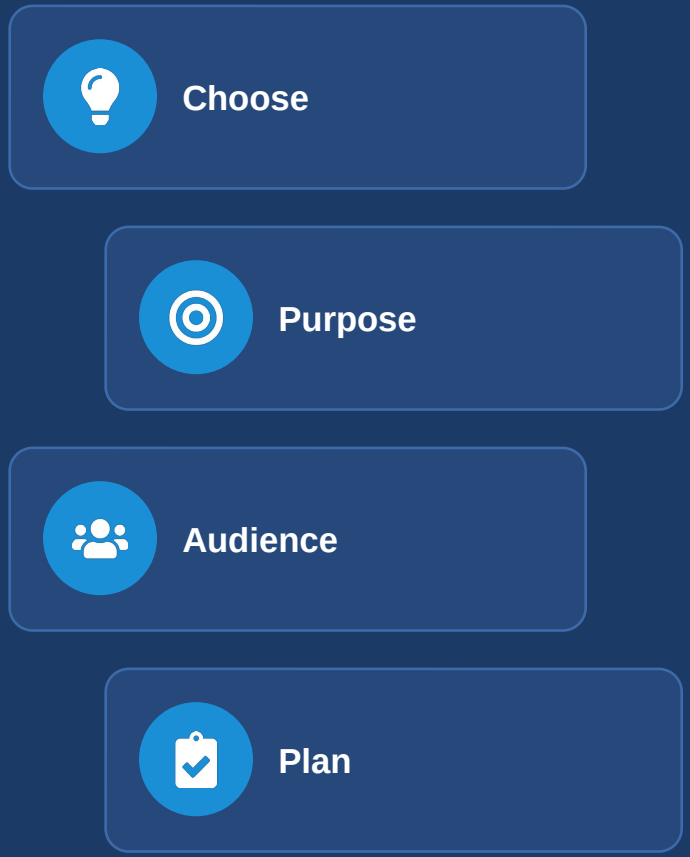
NBE3U Signal and Story, Lesson 9

Plan Your Spotlight

Topic, purpose, audience and form



Today's goals



We are learning…

- To plan a media text for a specific purpose and audience.
- To plan ethically when we represent real people and communities.



I can…

- Describe my topic, purpose and audience precisely.
- Identify challenges I may face and plan for them.
- Choose a media form and explain why it is the best choice.
- Explain how my reading, writing and speaking skills will help me create this text.

Today's plan

Time	What we're doing	You will…
0–8 min	**Launch**	Read
8–25 min	**Choosing**	Choose
25–45 min	**Purpose, audience, form**	Plan
45–60 min	**Ethics and challenges**	Plan
60–75 min	**Sources**	Research

Big idea

A spotlight media text amplifies a First Nations, Métis or Inuit creator or initiative in that creator's own words. Planning it well means choosing a precise topic, purpose and audience, choosing the form that fits, and anticipating the challenges, including the ethical ones.

Your summative

The spotlight

A podcast segment, short video, infographic or web feature about a contemporary First Nations, Métis or Inuit creator or initiative.

Production log

Your plan, sources, drafts, feedback and a final reflection.

Their own words

Use the creator's or organization's public words, cited.

Never

Impersonate, invent quotations, speak for a community or use sacred images.

Where to start

Area	Starting points from this unit
Film and TV	Isuma, Alanis Obomsawin, Tasha Hubbard, Alethea Arnaquq-Baril, APTN
Music	Jeremy Dutcher, Tanya Tagaq, The Halluci Nation, a Métis musician
Audio	This Place, Telling Our Twisted Histories, Muddied Water, Inuit Unikkaangit
Digital	FirstVoices, Idle No More, Uvagut TV, imagineNATIVE

Or propose your own, with First Nations, Métis and Inuit creators all represented in our class.

Choose

On page 1:

1. Name your creator or initiative.
2. Note their Nation or community as they describe it.
3. Check: can I find their own words publicly?
4. Get my approval before you go on.

Plan precisely

topic	What, exactly, your text is about. *Not “Indigenous music,” but one artist's work.*
purpose	What you want the audience to know, feel or do. *Discover, understand, listen.*
audience	Who, specifically, it's for. *Grade 9 students at our school.*
form	The media type that best reaches them. *Podcast, video, infographic, web feature.*

Purpose, audience, form

On page 1:

1. Write your topic in one sentence.
2. Name your purpose and your specific audience.
3. Choose your form.
4. Explain why it's the best choice for that audience.

Model plan

Task: A spotlight on FirstVoices.

Topic: FirstVoices, the language platform launched in 2003 by the First Peoples' Cultural Council in British Columbia. Purpose: show Grade 9 students that Indigenous communities are building their own language technology, and that communities decide what is public. Audience: Grade 9 students in our school. Form: a one-page infographic for the library display, because students will see it in passing and need the key ideas at a glance. Challenge: finding images we're allowed to use; we'll use our own icons and the organization's own words, cited.

Why it works

- Precise topic.
- Purpose and audience match.
- Form justified.
- A real challenge and a plan.

Respect checklist

- Am I using the creator's own words, exactly, and citing them?
- Have I named their Nation or community the way they do?
- Am I avoiding sacred images, songs, regalia and ceremonies?
- Am I spotlighting them, not speaking for them?
- Do I have the right to use every image and sound?

Challenges and skills

On page 1:

1. List two or three challenges you may face.
2. Write a plan for each.
3. Which of your skills (reading, writing, speaking, listening) will help most?
4. How?

Start your source log

On page 2:

1. Find two sources in the creator's or organization's own words.
2. Log them in MLA.
3. Note what you'll use each for.
4. Copy quotations exactly.

Exit ticket

1. Your topic in one sentence.
2. Your audience and form.
3. One challenge and your plan.

Next class: Design and Conventions.

Teacher reveal

A strong plan…

Topic: One creator or initiative, named precisely, with their Nation or community as they describe it.

Purpose: What the audience should know or do (for example, discover an artist, understand an initiative's goal).

Audience: Specific: Grade 9 students at our school, not “everyone.”

Form: Fits the audience: a 3-minute podcast segment, a 2-minute video, an infographic or a one-page web feature.

Challenges: Finding the creator's own words, accuracy, image rights, no sacred images, and not speaking for anyone.

Sources: At least three, at least two in the creator's or organization's own words, logged in MLA.