

## Bears in the Media

**Grade:** Grades 3 through 6

**Key Terms:** Media; Advertising; Culture

**Materials Needed:** 1) Various examples of how bears are portrayed in the media – Teddy Bears, Gummi Bears, Pictures of various cartoon bears – Smokey the Bear, Yogi Bear, Include some realistic examples as well;

**Time Needed:** One 15 minute introduction; One 60 minute class period

**Standards:**

**Purpose:** The purpose of this lesson is to introduce students to how bears are portrayed in the media compared with realistic portrayals of bears.

**Objectives:**

- 1) Given various portrayals of bears in the media, students will analyze what is realistic and what is fictional in each portrayal.
- 2) Given examples of various portrayals of bears in the media, students will identify another example of bears in the media and present this portrayal to the class.
- 3) Given various portrayals of bears in the media, students will create a brochure that realistically portrays bears and provides relevant information.

**Lesson Outline:**

- 1) Engagement: Show students the various portrayals of bears in the media. Discuss each one with the students. Are these portrayals accurate? Why or why not?
- 2) Explore: Students will need to do some independent research to find their own examples of bear portrayals in the media. Students will need to bring in a news article, book, stuffed animal, magazine article, video clip, etc.
- 3) Explore: Students will present what they found to their classmates. When discussing the bear portrayal they found, they should discuss how accurate and realistic the portrayal is. Is portraying a bear like this good for the bears? Good for humans?
- 4) Explain: After each student has presented something, bring the group together to discuss the various portrayals they found.
- 5) Elaborate: Have students create a brochure that realistically portrays bears in general or a specific bear species. The brochure should include pictures, facts, and information

regarding population size and distribution. Students can also include information on bear interactions with humans.

**Evaluation and Assessment:**

Based on their presentation, students will be assessed on their ability to identify an example of bears in the media and their discussion of the portrayal of the bear.

Based on their brochures, students will be assessed on the information presented, the realistic portrayal of bears, and the inclusion of all necessary topics.

**Extension:** As a class, students can write their own children's book that accurately represents and portrays bears in the wild.

