

Analyzing the Medium of a Message

What do people mean when they talk about the medium of a message? Find out by watching this video. Then explore the idea of medium by doing the "Your Turn."

<https://www.youtube.com/watch?v=HtTC2DQPnkY>

Your Turn Think about medium. For each communication situation below, write down a medium that would be appropriate for sending the message. Then compare your answers with a classmate's and discuss what makes a medium appropriate or not.

(Answers will vary.)

1. You want to invite your best friend to your birthday party.

A party invitation would be nice. A face-to-face conversation or phone call would also work well.

2. You have to tell your best friend that you won't be able to come to the person's birthday party.

A face-to-face conversation or a phone call would help you explain and make sure the person isn't upset.

3. You need to tell your teacher that you lost your homework assignment.

A face-to-face conversation or email message would be appropriate.

4. You want to share a historic speech with your class.

A speech that you recite would work. You could also introduce the speech and then project a video of it in front of the class.

5. You want to show a new student how to find the cafeteria.

You could walk the person to the cafeteria while having a conversation. You could also provide the student with a map of the school.

6. You want to tell an author what you thought of a book you read.

Writing an email to the person, connecting on Twitter, or even seeing the author in person at a signing or convention would be good ways.

- See more at <http://k12.thoughtfullearning.com/minilesson/analyzing-medium-message>