

Vlog Like a Pro: The Power of Purpose

Materials Needed:

- A device with internet access (computer, tablet, or smartphone)
 - Notebook and pen/pencil
 - Access to YouTube or a similar video platform
 - Optional: Smartphone or camera for the extension activity
 - Optional: Whiteboard or large paper for brainstorming
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Lesson Plan Details

Student: Naranjoniks

Subject: English

Grade Level: 10

Topic: Identifying Author's Purpose in Documentaries and Vlogs

Curriculum Standard: EN10INF-II-11 - Identify the text type appropriate for one's topic, purpose, and target audience (Focus on Purpose: to inform, persuade, and entertain).

Learning Objectives

By the end of this lesson, you will be able to:

1. Define the three primary purposes of media: to **Inform**, **Persuade**, and **Entertain**.
 2. Analyze short video clips (vlogs/documentaries) to determine their primary purpose, using specific examples from the clip as evidence.
 3. Create a detailed plan for a short video on a chosen topic, clearly designed to achieve one specific purpose.
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Lesson Activities

Part 1: The Hook - What's the Point? (5 minutes)

Let's start by watching a very short, powerful video clip (e.g., a compelling movie trailer, a 60-second news report, or a funny animal vlog clip).

Discussion Questions:

- After watching that, what is the one thing you feel or think?
 - What do you think the creator wanted you to do after watching? (Buy a ticket? Learn more? Just laugh?)
 - Every piece of media you watch, from a serious documentary to a silly vlog, is made with a goal in mind. Today, we're going to become directors and learn how to master those goals!
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Part 2: The Director's Toolkit - The Three Purposes (15 minutes)

Media creators almost always have one of three main goals. A great way to remember them is with the acronym **PIE**:

- **P - to Persuade:** The creator wants to convince you to believe something, do something, or buy something. They are trying to change your mind or push you to action.
 - **Vlog Example:** A tech reviewer trying to convince you that one phone is better than another.
 - **Documentary Example:** *Blackfish*, a film that argues against keeping orcas in captivity.
 - **Clues:** Strong opinions, emotional language, a "call to action" (e.g., "Sign the petition!" or "You should buy this!").
- **I - to Inform:** The creator wants to teach you something or give you facts. The goal is to provide information clearly and accurately.
 - **Vlog Example:** A "How-To" video on fixing a bike chain or a travel vlog explaining the history of a landmark.
 - **Documentary Example:** *Planet Earth*, which shows factual information about different ecosystems and animals.
 - **Clues:** Facts, statistics, step-by-step instructions, expert interviews, neutral tone.
- **E - to Entertain:** The creator's main goal is for you to have fun and enjoy the content. It might make you laugh, feel excited, or be amazed.
 - **Vlog Example:** A "Let's Play" gaming video, a comedy sketch, or a vlog about a fun day at an amusement park.
 - **Documentary Example:** A film about a quirky competition or a lighthearted look at a musician's life on tour.
 - **Clues:** Humor, music, storytelling, exciting visuals, focus on enjoyment rather than facts or opinions.

Important Note: Can a video do more than one? Absolutely! A documentary can be both informative and entertaining. A persuasive vlog might use facts to support its argument. But there is almost always one *primary*, or main, purpose. Our job as critical viewers is to figure out the main goal.

Part 3: Guided Practice - "Purpose Detectives" (15 minutes)

Now, let's watch three different short clips together. For each one, we will work together to identify its primary purpose. I'll pause after each one so we can analyze it.

- **Clip 1:** A short documentary clip about plastic in the ocean.
- **Clip 2:** A travel vlog showing the "Top 5 Funniest Moments" from a trip.
- **Clip 3:** A tutorial vlog on how to use a new software feature.

Analysis Questions for Each Clip:

1. What was the overall feeling of the video? (Serious, funny, educational?)
2. What evidence did you see? (Facts? Opinions? Jokes? Emotional music?)
3. What do you think is the creator's #1 goal? Is it to Persuade, Inform, or Entertain? How do you know?

Part 4: Your Turn - The Director's Chair Challenge! (20 minutes)

This is where you become the creator! Your mission is to create a plan for your own 1-minute vlog or mini-documentary. You don't have to film it today (unless you want to!), but you do need to create a solid plan.

Step 1: Choose a Simple Topic.

Pick one of these, or come up with your own:

- The best way to make a sandwich
- Why dogs/cats are the best pets
- A tour of my favorite room or outdoor space
- How to learn a new skill (like juggling or drawing)

Step 2: Choose Your PURPOSE.

Will your video on this topic be designed to **Persuade**, **Inform**, or **Entertain**? You can only pick ONE primary purpose.

Step 3: Create Your Video Plan.

In your notebook, outline your 1-minute video. Your plan should include:

- **Video Title:**
- **Topic:**
- **My Primary Purpose:** (Persuade, Inform, or Entertain)
- **Opening Shot (First 10 seconds):** How will you grab the viewer's attention and establish your purpose right away?
- **Key Points/Scenes (Middle 40 seconds):** Write 3-5 bullet points of what you will show or say. How will these points support your purpose?
 - *If Informing:* What facts will you share?
 - *If Persuading:* What arguments or emotional appeals will you use?
 - *If Entertaining:* What will be funny, exciting, or interesting to watch?
- **Closing Shot (Last 10 seconds):** How will you end the video? Will you have a "call to action" (Persuade), a summary of facts (Inform), or a final joke/cool shot (Entertain)?

Part 5: Wrap-up & "Screening" (5 minutes)

Let's talk about your video plan! Present your idea. Explain why you chose your purpose and how the specific shots, words, and ideas in your plan help you achieve that goal. This is your chance to show you understand how to shape a message for a specific purpose.

Differentiation & Extension

- **For Extra Support:** We can work together to brainstorm the video plan, focusing on one section at a time (e.g., "Let's just think of a persuasive opening shot first.").
- **For an Advanced Challenge:** After creating your plan, go ahead and film your 1-minute video! Use your phone or camera to bring your vision to life. We can then watch it and evaluate how successfully it achieved its intended purpose.