

# What is the Media?

## Lesson 1



## Understand that media carry a ‘message’ and understand that advertising is trying to do one of four things

### Lesson Objective

Understand that media carry a ‘message’ and understand that advertising is trying to do one of four things:

- Tell us something we need to know.
- Persuade us to buy a product
- Persuade us to change our behaviour
- Put forward a point of view.

### Learning Outcome

The children should be able to recognise the different media they encounter on a regular basis and understand that it carries a ‘message’. The children should be aware that advertising is trying to sell something and understand that advertisers target advertising at certain people - adults, children, younger people, older people and families. The children should recognise some advertising and understand that advertising is everywhere.

Understand that advertising is all around us and is trying to do one of four things:

- Tell us something we need to know
- Persuade us to buy a product
- Persuade us to change our behaviour
- Put forward a point of view.

### Teacher’s Notes

Media is what we call the various forms of communication that carry a message. This includes things that you might be aware of like magazines, television, radio and websites. It also includes less obvious things, like text messages, sponsorship and even branded logos on clothes.

As we are constantly surrounded by media, we may not even notice that we’re consuming all these messages.

The aim of the media is to persuade us to buy or use a product. The advertising industry uses various forms of media to communicate their message. The people who make media are the ones who decide what message they want to communicate (what they want to say).

Companies can also pay the people who own and make the media, to communicate their message, about a particular product or brand. Communicating messages in the media in this way is called advertising and the average person sees about 1,500 advertisements per day.

### Resources

- *What is the Media?* video
- Activity 1.1
- Activity 1.2
- Activity 1.3
- Advertisements from the MediaWise website

### Methodology

- Talk and Discussion: Carry the message; The Aim of Advertisement
- Collaborative learning: Visit to a Shopping Centre
- Learning through content: *What is the Media?* video; Noise - The New Music Shop

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### Procedure

#### Step 1: Carry the message

- Tell the children that you need to get a message to a friend in the next town.
- Ask them for suggestions as to how you could get them a message.

*They might suggest posting a letters, sending an email, calling them by phone, texting them, or sending messages via online app.*

- Ask the children how they would send a message to one of their friends? What is the quickest way to contact their friend?
- Explain to the children that they get messages everyday, some that they are aware of, like a message from their friends, family or teachers. However they also get other messages. Ask the children to suggest where other messages may be coming from?
- Ask the children some leading questions:
  - How do you know where to buy your favourite food?
  - How do you know where to buy the clothes you like?
  - How do you know when you favourite TV show is on?

*The children may suggest that they get information from the television, radio, internet, online, from friends.*

- Explain to the class that they are going to look at different ways they receive information from the media.
- Explain that the television, radio, internet, online, as well as other forms of messaging communication are called The Media.

#### Step 2: What is the Media? Video

- Show the children the *What is the Media?* video from the MediaWise website, [www.MediaWise.ie](http://www.MediaWise.ie)
- After the video, ask the children if they can name any of the forms of media included?
- Tell the class that many of these forms of media inform what we buy and use everyday - our food, clothes, games, books, toys and technology.
- Explain that the companies that want to sell food, clothes, games, books, toys and technology use the media to encourage us to buy and use their products.
- Ask the children if they have ever bought a product they have seen advertised? Did the advertisement encourage them to buy it?



Video

#### Step 3: Visit to a Shopping Centre – Activity

- Ask the children if they have ever been to a shopping centre.
- Ask what would you expect to see in a shopping centre?

*They might suggest shops, cafes, supermarkets, kiosks, cinema, people.*

- Why would you go to a shopping centre?

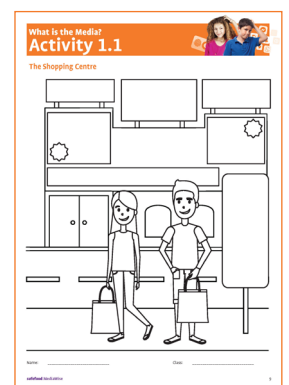
*They might suggest shopping, window shopping, for food, to meet people, to see a movie in the cinema.*

- Introduce the children Activity 1.1 - an image of a shopping centre.
- What do they notice about the shopping centre?

*They may notice that there are no signs on the shops or in the shop windows, and no logos on the clothes. There is no branding.*

- Ask the children what signs or brands would they expect to see in the picture.
- Different children will give different answers based on their interests.
- Give the children the opportunity to complete Activity 1.1 with their own brands, whether real or made up. Would they use catchy slogans and different colours to encourage people to go into their shops?
- After the activity, ask the children if they'd like to present their shopping centre to their class, and explain their choice of shops, slogans, brand names and colours.

*They may suggest kitchenware, household cleaners, pharmacy products like medicine, pet supplies, meat, fresh produce like fruit and vegetables, dairy, baked goods, clothes, DVDs, sporting equipment, board games, baby foods and baby-care products.*



Activity 1.1

# What is the Media?

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### Procedure continued

#### Step 4: Noise - The New Music Shop

- Tell the children that their designs are so impressive, that the shopping centre have asked them to help encourage shoppers to come and shop in a new shop called Noise, a music shop selling all the newest music, as well as the most popular music from the past.
- Ask the students to imagine all the different kinds of media - traditional and digital - that they could use to promote Noise. Explain to the children that these forms of media are forms of advertising. The children may suggest:
  - Cinema
  - Magazines
  - Logos or messages on clothing
  - Posters
  - Television
  - Radio
  - Websites
  - Video games
  - Apps on tablets
  - Social media.
- Ask the children, which form of media would be best for a music shop?
- Who should see the advertisements?
- Where should advertisements appear to ensure that the right people see it?
- What logo, colour and writing should you use?
- What slogan could you use to encourage people to shop at Noise?
- In groups, pairs or individually, the children can decide which media would be best and what logo, colour and writing they could use. They can complete Activity 1.2 to include their ideas and designs.
- After the activity, ask the children if they would like to present their ideas and designs to their class, and explain their choice.

Activity 1.2

#### Step 5: The Aim of Advertising

- Explain to the children that advertising is all around us and is trying to do one of four things:
  - Tell us something we need to know
  - Persuade us to buy a product
  - Persuade us to change our behaviour
  - Put forward a point of view.
- Tell the children that as a whole class activity they are going to watch some advertisements from the MediaWise website, [www.MediaWise.ie](http://www.MediaWise.ie)
- Remind the class that the people who make media are the ones who decide what message they want to communicate (what they want to say).
- Explain that companies can pay the people who own and make the media, to communicate their message, about a particular product or brand.
- As they are watching the advertisements ask the children to use Activity 1.3 to record what they think each advertisement is trying to do:
  - Tell us something we need to know
  - Persuade us to buy a product
  - Persuade us to change our behaviour
  - Put forward a point of view.
- After each advertisement, ask the children what each advert is trying to do.
- Ask the children how they came to that decision.
- What about the advertisement made its purpose clear?

Activity 1.3