

# The message and emotion behind the media

## Lesson 4



### Understand what a need and what a want is and the difference between them

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**Lesson Objective** The children should be able to understand what a need and what a want is and the difference between them.

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**Learning Outcome** The children should be able to understand the difference between needing something and wanting it.

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**Teacher's Notes** A need is something you have to have, something you can't do without, for example air or water. A want is something you would like to have, like a particular pair of trainers, or a bar of chocolate. Some things fit into both groups, such as food. As advertising taps into our emotions, it can also influence what we think we need and want. Understanding the difference between needs and wants is challenging for some children. Often children can feel that when they need something, a toy, game, treat, they in fact want it. Developing an understanding of the difference between the two is an important skill.

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- Resources**
- *Needs and Wants* interactive activity
  - Counters
  - Activity 4.1
  - Activity 4.2
  - *The Message and Emotion Behind the Media* video
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- Methodology**
- Talk and discussion: Connecting feelings to things we see; Need and Wants
  - Active learning: The Counter Game
  - Problem solving: The Need or Want Game
  - Skills through content: *Needs and Wants* interactive activity; *The Message and Emotion Behind the Media* video
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### Procedure

#### Step 1: Connecting feelings to things we see

- Remind the children that last time, they learned about some emotions that they feel.
- Ask the children if they can remember any feelings or emotions that they talked about last time.

*The children may suggest happy, sad, worried, angry, bored, interested, surprised, scared.*

- Ask the children when would they feel happy, sad, worried, angry, bored, interested, surprised, scared.
- Ask the children if they feel different emotions when they see something in a shop.

*The children may suggest that they feel happy when they see a food, toy or game that they like.*

- Ask the children what would their face look like if they saw their favourite food, toy or game in a shop.
- Ask would they feel happy, sad, worried, angry, bored, interested, surprised or scared.

#### Step 2: Need and Wants

- Explain that a need is something you have to have, something you can't do without.
- Ask the children if they can name anything that they can't do without?

*The children may suggest food, air or water.*

- Explain that a want is something you would like to have, but you could do without it.
- Ask the children if they can name anything that they would like to have, but could do without.

*The children may suggest a computer game, pair of trainers, or a bar of chocolate.*

- Explain that some things fit into both groups, such as food.
- In pairs or groups ask the children to list all the things that they need and all the things that they want.
- The pairs and groups can compare their lists when complete and decide which things fit into both groups – needs and wants.

#### Step 3: Needs and Wants Interactive Activity

- Explain to the children that they can try an interactive activity to see the difference between needs and wants.
- Open the *Needs and Wants* interactive activity from the MediaWise website, [www.MediaWise.ie](http://www.MediaWise.ie), which focuses on different products that the children may need or want – fruit, clothes, toys, chocolate, milk, a bed (representing sleep), books, medicine, sports equipment, vegetables, television, ice-cream.
- Allow the children to choose which are needs and which are wants. Ask the children to explain their choice.



Interactive Activity

#### Step 4: The Counter Game

- Following from the last activity, explain to the children that they are going to play a game with all the images of needs and wants.
- Distribute Activity 4.1, and ask the children to look at all the images that they are familiar with the *Needs and Wants* interactive activity.
- Ask the children to name each of the images and to choose whether the images are needs or wants.
- Distribute coloured counters, ask the children to cover all the need images in one colour counter e.g. red and to cover all the want images with another colour e.g. blue.
- After the children have completed the activity, use the *Needs and Wants* interactive activity from MediaWise website, [www.MediaWise.ie](http://www.MediaWise.ie), to check the answers as a class.



Activity 4.1

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### Procedure continued

#### Step 5: The Need or Want Game

- Explain to the children that they are going to do an activity using what they have just learned.
- Using Activity 4.1 the children can cut out the cut-out images of the different products that children may need or want – fruit, clothes, toys, chocolate, milk, a bed (representing sleep), books, medicine, sports equipment, vegetables, television, ice-cream.
- They can then stick the images into the different appropriate areas – needs or wants on Activity 4.2.
- After the children have completed the activity, use the *Needs and Wants* interactive activity from MediaWise website, [www.MediaWise.ie](http://www.MediaWise.ie), to check they have sorted the images into the correct side.

Activity 4.2

#### Step 6: The Message and Emotion Behind the Media Video

- Tell the children that they are going to watch a short video about needs and wants.
- Play *The Message and Emotion Behind the Media* video from the MediaWise website, [www.MediaWise.ie](http://www.MediaWise.ie)
- Pause the video and ask the children if they have seen any of the examples of needs or wants.
- After the video, ask the children if they saw or heard any new information.
- Explain to the children that they will continue to learn about the media and advertising, but in the meantime they should keep an eye and ear out for any advertisements that they see and hear, and to think if they need or want any of the things they see in the advertisements.



Video