

Who is the target?

Lesson 6



Think about what an “assumption” might be

Lesson Objective	The children should be able to think about what an “assumption” might be.
Learning Outcome	Understand that the interests of all children are different, but sometimes the media make assumptions about the likes of girls or boys based on their gender alone.
Teacher’s Notes	Media is created to communicate a particular message to a particular audience. So media creators do a lot of research into what appeals to the different audiences, what that group will look like and how it will behave. It makes assumptions that may be realistic, or may not, you have to decide.
Resources	<ul style="list-style-type: none">• Activity 6.1
Methodology	<ul style="list-style-type: none">• Talk and discussion - Favourite Toy, Assumptions in the Media• Skills through content - Story Time, My Ideal Toy - Activity 6.1

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Procedure

Step 1: Favourite Toy

- Ask the children if they have ever been to a toy store.
- Ask the children to explain all the different types of toys that they might find in a really big toy store.
- Ask which toys they would go and look at first in the toy store.
- Ask what their favourite toy is, and why they like this toy so much.
- Ask the children if they play with different toys when they go to their friend's house.
- Explain to the children that different children like all kinds of different toys.

Step 2: Story Time

- Ask the children if they would like to hear a story about Alex.

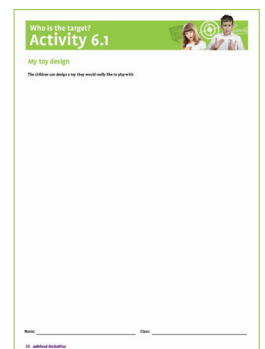
Alex's Birthday

It was Alex's birthday. Grandma said she would bring Alex to the Toy Store to buy a present. When they got to the store, Grandma didn't know where to find the toys for Alex, so she asked a store assistant for help. The store assistant brought Alex and Grandma to a part of the store, but when Alex looked around, Alex didn't like any of the toys that were there. Alex and Grandma wandered around the store and after a few minutes, Alex found the most wonderful toy. It was the best present and Alex was delighted with the choice.

- Ask the children if they can guess why Alex didn't like the toys that the store assistant brought them to see.
- Ask the children if they were given a toy that they didn't like on their birthday.
- Can they explain why they didn't like the toy?
- Explain to the children that sometimes people expect you to like a certain toy based on whether you are a boy or a girl.
- Explain to the children that when people expect you to like something because you're a boy or a girl, this is called an assumption.
- Explain that the media makes assumptions about what boys like and about what girls like.
- Explain that they should play with whatever they would like, no matter what the media and advertisers think they should play with.

Step 3: My Ideal Toy

- Ask the children if they would like to design a toy that they would really like to play with using Activity 6.1.
- Tell the children that it can be any kind of toy.
- They don't have to design a toy that a boy should like, or a toy that a girl should like, it can be any toy at all.
- When the children have completed the activity ask them if they would like to share the design with the class.



Activity 6.1

Step 4: Assumptions in the Media

- Ask the children what games and activities they see boys playing on television programmes, cartoons, movies, comics.
- Ask the children what games and activities they see girls playing on television programmes, cartoons, movies, comics.
- Ask the children if they think the media – television programmes, cartoons, movies, comics – make assumptions about being a girl or being a boy.

Step 5: Show and Tell (Optional)

- Ask the children if they'd like to bring their favourite toy to school tomorrow, or ask their parents to email a photo of them with their favourite toy to the teacher.
- The children can then explain why they like their toy.