

The message and emotion behind the media

Lesson 4



Identify some of the different elements that are used in the media

Lesson Objective The children should be able to identify some of the different elements that are used in the media.

Learning Outcome Understand that people who make media are very particular about what goes into it and identify a few of these elements such as logo, slogans, celebrities, characters/ animals, the use of humour.

Teacher's Notes The people who create the media are very particular about what goes into their media products. Advertisements feature elements such as logos and brand name, visuals including images and colours, language / words, characters and animals, sound and music, celebrities, special offers such as free gifts, money off, buy one get one free, supersize, 50% extra or movie tie ins. A logo is a symbol or other small design used to identify a product. A slogan is a catchy phrase used to encourage people to buy or use your product. Advertising companies use celebrities or characters or animals to encourage you to like their product, and to encourage you to buy their product.

Resources

- Advertisements from the MediaWise website
- *Name the Logo* interactive activity
- Activity 4.1

Methodology

- Talk and discussion: What's the message?; Name the Slogan
- Collaborative learning: What's in a Logo?
- Skills through content: *Name the Logo* interactive activity

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Procedure

Step 1: What is the Message?

- Explain to the children that as a whole class activity, they are going to watch some advertisements from the MediaWise website, mediawise.ie
- After each advertisement, ask the children some questions to encourage them to think about the advertisement:
 - What is this an advertisement for?
 - What happens in the advertisement?
 - Is there anything special about how they advertise the product?

The children may suggest the use of a logo, slogans, celebrities, characters/animals, the use of humour.

- Does this product use a logo in the advertisement?
- Does this product use a slogan or catchphrase in the advertisement?
- Does this advertisement feature any celebrities?
- Does this product use characters / animals in the advertisement?
- Do you like the advertisement? What do you like or dislike about it?
- Would this advertisement encourage you to buy the product?
- Does the use of a logo, slogans, celebrities, characters / animals, the use of humour encourage you to buy the product?
- If you were creating an advertisement for this same product, what would you do differently?

Step 2: What's in a Logo?

- Explain to the children that a logo is a symbol or other small design used to identify a product.
- Explain that companies use logos that are simple and easy to remember. They are aimed at the people who buy the product and can be used in different ways, for example put on clothes, on posters, on television.
- Ask the children if they can name any logos used by products?
- Using the *Name the Logo* interactive activity the children can name the product or company by their logo.
- Open the *Name the Logo* interactive activity from the MediaWise website and allow the children to name the product or company by their logo.
- They might guess the following:
 1. McDonalds
 2. Nike
 3. Coca-Cola
 4. Disney (Mickey Mouse Silhouette)
 5. IRFU logo
 6. Apple apple.
- Ask the children if they would like to create their own logo?
- Explain to the children that on Activity 4.1 they can draw their own logo for different products – a new football, a fizzy drink, a new doll, a zoo, a new tablet or phone and a chocolate bar.
- Remind the children that logos should be simple, easy to remember, aimed at the people who buy the product and can be used in different ways eg put on clothes, on posters, on television.
- After they have completed the activity ask the children if they'd like to share their work with the class and explain why they chose those images in the logo.



Interactive Activity



Activity 4.1

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Procedure continued

Step 3: Name the Slogan

- Explain that a slogan is a catchy phrase used to encourage people to buy or use your product.
 - Ask the children if they can name any slogans used by products?
 - Explain that the class is going to do a slogan quiz in teams, pairs or as a whole class.
 - Call out each slogan and see if the children recognise it.
 1. Beanz Meanz Heinz (Heinz Beans)
 2. Snap! Crackle! Pop! (Rice Krispies)
 3. Are you a Cadburys fruit and nut case? (Cadburys Fruit And Nut)
 4. So fresh it's famous. (Pat the Baker)
 5. Every day should have its golden moments. (Barry's Tea)
 6. Today's bread, today. (Brennan's Bread)
 7. Taste The Rainbow (Skittles)
 8. They're Grrrrrrreat! (Kellogg's Frosties)
 9. I'm lovin' it (McDonalds)
 10. Just Do It (Nike)
 11. The happiest place on earth (Disney World)
 12. It's the real thing (Coca-Cola)
 - Ask the children if they can name any other slogans used by products?
 - Ask the children if they could come up with their own slogan for different products – a new football, a fizzy drink, a new doll, a zoo, a new tablet or phone and a chocolate bar.
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Step 4: Who's Who?

- Ask the children if they have ever seen celebrities or characters or animals in an advertisement?
 - Celebrities play a role in influencing whether we think we want or need something.
 - Explain that advertising companies use celebrities or characters or animals to encourage you to like their product, and to encourage you to buy their product.
 - Ask the children if they could come up with the ideal celebrity to advertise these different products – a new football, a fizzy drink, a new doll, a zoo, a new tablet or phone, a chocolate bar.
 - Remind the children that the people who create the media are very particular about what goes into their media products. Lots of advertisements feature logos, slogans, celebrities and characters/ animals. Ask the children to keep an eye and ear out for advertisement with logos, slogans, celebrities and characters/ animals.
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