

Who is the target?

Lesson 6



Understand what an “assumption” is

Lesson Objective

The children should be able to understand what an “assumption” is.

Learning Outcome

Understand what an assumption is. Recognise the assumptions made in some toy advertising and name a few other assumptions made in the media.

Teacher’s Notes

Media is created to communicate a particular message to a particular audience. Media creators do a lot of research into what appeals to the different audiences, what the group will look like and how it will behave. It makes assumptions that may be realistic or may not be. An assumption is something that is accepted as true, without any proof.

Resources

- Activity 6.1
- *Who is the Target?* video
- *Toys for You* interactive activity

Methodology

- Talk and discussion: Assumptions; Assumptions in Advertising
 - Collaborative learning: Assumptions in Advertising
 - Skills through content: *Who is the Target?* video
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Procedure

Step 1: Assumptions

- Explain to the children that an assumption is something that is accepted as true, without any proof.
- Tell the children that you will give them some examples of assumptions:
 - The school will be open every school day.
 - We will do some reading and writing every day.
 - We will eat something at lunchtime.
 - We will play at play time.
 - We will go home when school is finished.
- Ask the children if they can think of any other assumptions that they might make.

Step 2: Assumptions in Advertising

- Explain to the children that advertisers make assumptions regarding the people who watch their advertisements.
- Advertisers make assumptions about the different toys that boys and girls might like.
- Advertisers assume that all boys play with the same types of toys and girls all play with the same types of toys.
- Ask the children if they think all boys play with the same toys?
- Ask the children if they think all girls play with the same toys?
- Explain to the children that they are going to look at some images of toy advertisements – *Toys for You* interactive activity.
- Show the examples of the toys advertisements.
- Ask the following questions for each advertisement:
 - What age do you think the child in the advertisement is?
 - Who do you think product in the advertisement is targeted at?
 - Do you think the product appeals to that audience?
 - Is this advertisement targeted at boys or girls? How do you know?
 - Do you like the toy in the advertisement? If not why not?
 - Do you think the children in the advertisement would really use/want that product?



Interactive Activity

Who is the target?

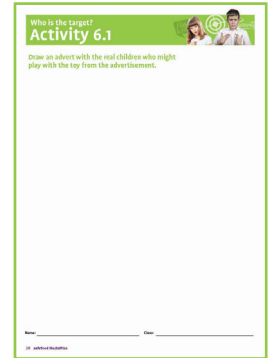
Lesson 6



Procedure continued

Step 3: The Logic Behind Advertisements

- Explain to the children that advertisers often put older children in adverts, playing with toys for younger children. This encourages the younger children to think the toys are 'cooler'.
- Explain to the children that advertisers put boys in adverts playing with toys, if they assume boys should like the toy. Advertisers think this encourages boys to want to play with the toy.
- Explain to the children that similarly, advertisers put girls in adverts playing with toys, if they assume girls should like the toy. Advertisers think this encourages girls to want to play with the toy.
- Explain to the children that boys should play with any toys they like, and girls should play with any toys they like. Everyone has their own opinion on what they like.
- Ask the children what an alternative advertisement for that product could look like – could they include younger children, or boys or girls playing together?
- Using Activity 6.1 the children can draw an advert with the real children who might play with the toy.
- 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 children to play with the toys.



Activity 6.1

Step 4: Who is the Target? Video

- Tell the children that they are going to watch a short video about advertising.
- Play *Who is the Target?* video from the MediaWise website, www.MediaWise.ie
- When the video reaches "It makes assumptions that may be realistic, or may not" pause the video to ask the children to remind you what an assumption is.
- Ask the children to give an example of an assumption.
- After the video, ask the children what we learned about assumptions made by the media or advertisements.
- Explain to the children that the assumptions made by advertisers can often be wrong, and that each children should decide what toys they'd like to play with.



Video