

Who is the target?

Lesson 5



Recognise different media target different groups of people (audiences) and find hidden messages and advertising in the media

Lesson Objective

The children should be able to recognise that different media target different groups of people (audiences); and find hidden messages and advertising in the media.

Learning Outcome

Look at how different products might appeal to different audiences and compare how different media products might appeal to the same audience.

Understand what hidden advertising is and how advertising can be more obvious or less obvious.

Teacher's Notes

Different products are aimed at different groups of people or audiences based on our age, gender, background, interests. Different people will react differently to the same media product.

There is lots of media all around us, there's lots of advertising all around us too, but not all paid for advertising is obvious.

Resources

- Activity 5.1
- Activity 5.2
- *Spot the Product* interactive activity

Methodology

- Talk and discussion: Obvious Or Less Obvious
- Active learning: Hula Hoop Game
- Collaborative learning: Hidden Advertising
- Skills through content: Food Advertising: Obvious Or Less Obvious

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Procedure

Step 1: Hula Hoop Game

- Place five hula hoops on the ground.
- Tell the children that each hula hoop will represent a different toy - a bicycle, a hurl, a set of zoo animals, building blocks and a toy kitchen.
- Explain to the children that they should go to the hula hoop that represents their favourite toy.
- Ask the children to explain which toy they have chosen.
- After the children have chosen their toy they can return to their place.
- Overlap the hula hoops, similar to Activity 5.1.
- Explain that sometimes we like two toys at one time. Explain that the intersecting hula hoops represent the two toys they could choose to like at one time.
- Invite the children to choose their favourite toy or toys and stand in the corresponding hula hoop or hula hoops.
- Ask the children to say which toy or toys they have chosen.
- After the children have chosen their toy or toys they can return to their place.
- Explain to children that different children like different kinds of toys.
- Explain that when designing advertisements, companies want as many people as possible to enjoy them.
- They create advertisements that boys and girls of all ages will enjoy in the hope that more people will buy the toys.

Step 2: Food Advertising

- Explain to the children that there are lots of advertisements for food – on television, on the radio, online, in magazines, and more.
- Ask the children if they can name any food they have seen in advertisements.
- Ask the children if they have ever bought foods because they have seen them in an advertisement.
- Explain to the children that food companies want as many people as possible to buy their food.
- The companies advertised in such a way that people of all ages will want their food.
- In Activity 5.1 the children can choose who will be most likely to buy a variety of different foods. The circles represent different age groups, babies (0 – 2 years old), 3 – 5 year olds, 6 – 10 year olds, 11 – 14 years old, 15 years old and older.
- Using Activity 5.1 ask the children to take a look at the list of foods and decide what age group companies might advertise to, keeping in mind that some companies might advertise to more than one age group. They can use the intersecting circles to show this.
- They could use the following foods for the activity: Coco Pops, Muesli, Brown Bread, Baby Crackers, Rice Cakes, Bread sticks, Brie Cheese, Milk, Corn Flakes, Sausages, Wholewheat Bread, Pitta bread, Peanut Butter, Nutella, Natural Yoghurt and Chocolate Bars
- You can add to the list and allow the children to choose where they feel advertisers will target their advertising
- After they have completed the activity ask the children if they'd like to share their work with the class and explain why they put the foods in each age range.



Activity 5.1

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Procedure continued

Step 3: Hidden Advertising

- Ask the children what movies they have watched lately?
- Have they seen any products that they recognised in the movies? Perhaps the movies star was drinking a soft drink, or using a phone or laptop the children recognise.
- Explain to the children that lots of products are advertised in movies, in television shows or at sporting events. This is called hidden advertising.
- Explain that companies can pay to have their products featured in the movie or on television. This is called product placement.
- Tell the children that having a famous person drinking a drink or using a phone can help to make the drink or phone more popular. This is called a celebrity ambassador. The celebrities get paid a lot of money to be a celebrity ambassador.
- Using the *Spot the Product* interactive activity show the children some images from movies and television shows and ask them to identify the product that is being advertised:
 - Mall Cop (Coca Cola)
 - James Bond (Viao Computers)
 - Elf (Coca Cola)
 - Smurf Happens (MandMs)
 - Transformers (Burger King);
 - Mario Kart (Merc)
 - Uncharted III (Subway)
 - Modern Family (Apple Macs)
 - Galway GAA (Supermacs)
 - Irish football team (Three)
 - Zool (Chupa Chups)
 - Olympics (Electric Ireland)
 - Lego movie



Interactive Activity

Step 4: Obvious or Less Obvious

- Explain to the children that lots of products are advertised in movies, in television shows or at sporting events and some are obvious, that is they are really easy to see that they are advertising. Some are less obvious, like an actor taking a drink during a scene.
- Explain that sometimes you have to watch carefully to notice products featured in the movie or on television.
- In Activity 5.2 ask the children to see how much product placement they can fit into this scene from a television show.
- Ask the children what advertisements could they fit on:
 - The drinks can in the actor's hand
 - The side of the bus
 - The poster on the wall
 - The clothes the actor is wearing
 - The newspaper the actor is reading
 - The television screen.
- After they have completed the activity ask the children if they'd like to share their work with the class and explain the hidden advertising they have included.
- Remind the children to keep an eye out for hidden advertising.



Activity 5.2