

# What is the Media?

## Lesson 1



### Recognise that media and advertising are everywhere and understand that advertisers pay to communicate their message as they are trying to 'sell' something

#### Lesson Objective

The children should be able to recognise that media and advertising are everywhere and understand that advertisers pay to communicate their message as they are trying to 'sell' something.

#### Learning Outcome

The children should be able to identify different types of media and recognise the different media they encounter on a regular basis; recognise most advertising; understand that advertising is everywhere; identify that advertisers pay to communicate their message. The children should know the four aims of advertising:

- Tell us something we need to know
- Persuade us to buy a product
- Persuade us to change our behaviour
- Put forward a point of view.

#### Teacher's Notes

Media is what we call the various forms of communication that carry a message. This includes things that you might be aware of like magazines, television, radio and websites. It also includes less obvious things, like text messages, sponsorship and even branded logos on clothes. As we are constantly surrounded by media, we may not even notice that we're consuming all these messages.

Explore advertising further in terms of what it's meant to do, which is one of four things:

- Tell us something we need to know
- Persuade us to buy a product
- Persuade us to change our behaviour
- Put forward a point of view.

#### Resources

- *What is the Media?* video
- Activity 1.1
- Activity 1.2
- Activity 1.3
- Activity 1.4
- Art supplies for posters

#### Methodology

- Talk and discussion - Activity 1.1, Brainstorm, Which Media?,
- Collaborative learning - Activity 1.1
- Active learning - Where to Advertise?
- Using the environment - Where to Advertise?

# What is the Media?

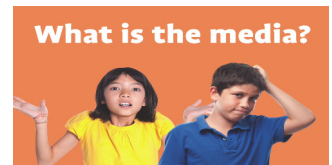
## Lesson 1



### Procedure

#### Step 1: What is the Media? Video

- Tell the children that they are going to watch a short video about the media and advertising.
- Play the *What is the Media?* video from the MediaWise website, [www.MediaWise.ie](http://www.MediaWise.ie)
- After the video, explain that the media is the name we give to many forms of communication that carry a message.
- Ask the children if they can remember any of the media they saw in the video.
- Explain that this can include things you might be aware of like magazines, television, radio and websites. But also includes things, like text messages, logos on clothes, cereal boxes, snack machines and apps on our tablets.
- Tell the children that we hear and see information from the media every day.
- Explain to the children that they will continue to learn about the media, but in the mean time they should keep an eye and ear out for any messages that they see and hear.
- Remind the children that all these different ways of getting messages are called – the media.



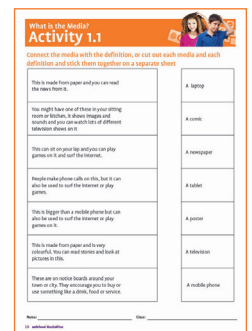
#### Video

#### Step 2: What is the Media?

- Tell the children that there are lots of different types of media.
- Using Activity 1.1 look at the list of media on one side. On the other side there is a list of definitions for media types. The media and definitions are mixed up.
- On Activity 1.1 the children can connect the media with the definition, or they can cut out each media and each definition and stick them together on a separate sheet.

The children may connect the following media and definitions:

- This is made from paper and you can read the news from it? **Newspaper**
  - You might have one of these in your sitting room or kitchen, it shows images and sounds and you can watch lots of different television shows on it? **Television**
  - This can sit on your lap and you can play games on it and surf the internet. **Laptop**
  - People make phone calls on this, but it can also be used to surf the internet or play games. **Mobile telephone**
  - This is bigger than a mobile phone but can also be used to surf the internet or play games on it. **Tablet**
  - This is made from paper and is very colourful, you can read stories and look at pictures in this. **A comic**
  - These are on notice boards around your town or city. They encourage you to buy or use something like a drink, food or service. **A poster**
- After they have completed the activity ask the children if they'd like to share their work with the class and explain why they connected the media and definitions.



#### Activity 1.1

# What is the Media?

## Lesson 1



### Procedure continued

#### Step 3: Match the Media Game

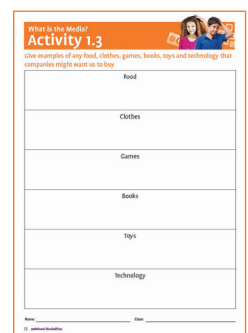
- Tell the children that each form of media has a purpose.
- They are going to look at some different types of media and the messages that we get from them.
- The teacher could cut up Activity 1.2, and read through each form of media and then read through the list of objectives of media.
- Give the different media to some children, and the objectives of the media to other children.
- The children must move around the room and find the person with the objective of their media form.
- Once the media and the objective have been united, the teams can explain the media and its objective.
- The children may connect the following media and definitions:
  - Cinema - Trailers to promote a new movie
  - Magazines - Advertisements for a new toy or game
  - Logos or messages on clothing - Encouraging you to buy a brand of clothes with the same brand
  - Posters - Promoting a new toy, game, food or movie
  - Television - Advertisements promoting a new toy, game, food or movie
  - Radio - Advertisement for a new movie or an music album
  - Websites - Promoting a new toy, game, food or movie
  - Video games - Trailers to promote a new video game
  - Apps on tablets - Advertisements promoting a new toy, game, food or movie
  - Social media - Advertisements promoting a new toy, game, movie or a music album, special offer on food.



Activity 1.2

#### Step 4: Brainstorm

- Explain to the children that many of the things we buy and use every day are made by companies – our food, clothes, games, books, toys and technology.
- These companies want us to buy and use their products.
- These companies pay advertising companies to use the media to advertise their products.
- Explain to the children the four aims of advertising:
  - Tell us something we need to know
  - Persuade us to buy a product
  - Persuade us to change our behaviour
  - Put forward a point of view.
- Ask the children to give examples of foods, clothes, games, books, toys and technology that companies might want us to buy.
- Explain to the children that in groups or pairs they are going to brainstorm some examples of any food, clothes, games, books, toys and technology that companies might want us to buy.
- They can then write or draw some of the products that we could buy or use on Activity 1.3.
- 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 products.



Activity 1.3

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### Procedure continued

#### Step 5: Which Media?

- Explain to the children that companies who want us to buy and use their products need us to hear about their product.
- Ask the children if they ever heard or saw any of the products they listed or drew on Activity 1.3 advertised on the television, radio, internet, social media, in magazines, comics or on posters?
- Explain to the children that they can use some of their ideas from Activity 1.3, and suggest which form of media would be best for advertising them. They may choose to advertise some products using a few different media.
- In groups, the children can combine their product ideas and use Activity 1.4 to choose how they would advertise the products using television, radio, internet, social media, in magazines, comics or on posters.
- 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 forms of media to advertise their products.

Television
Radio
Internet
Social media
Magazines
Comics
Posters

Name \_\_\_\_\_ Date \_\_\_\_\_

Activity 1.4

#### Step 6: Where to Advertise?

- Explain that the companies who want us to buy and use their products (food, clothes, games, books, toys and technology) companies pay for media, like magazines, television shows, tablet apps and websites to tell us about their new products. This is called advertising.
- Explain to the children that advertising isn't free. In fact it is very expensive.
- Ask the children if they would like to create an advertisement for one of the products they thought of today.
- Once they have chosen their products from the range of food, clothes, games, books, toys and technology they looked at, they can choose the form of advertisement they'd like to create for:
  - Television
  - Radio
  - Internet
  - Social media
  - Magazines
  - Comics
  - Posters.
- The children who wish to create the different media forms, can team up or work in pairs on their advertisement.
- The children can choose to write a short script or act out their advertisements for television or radio, internet and social media.
- The children can choose to draw a picture with some words to advertise on social media, magazines, comics or posters.
- After they have completed the activity ask the children if they'd like to share their work with the class.
- The children who created advertisements for television or radio, internet and social media can act out their advertisement. The teacher could choose to film the result on a tablet, phone or camcorder.
- The children can choose to draw a picture with some words to advertise on social media, magazines, comics or posters can display their work in the classroom.