

What is the Media?

Lesson 2



Understand that everyone has a point of view

Lesson Objective The children should be able to understand that everyone has a point of view.

Learning Outcome The children should be able to understand that everyone has a point of view, and the reasons that different people have different points of view. The children should be able to explore how to assess a point of view and identify points of view presented in an advertisement and/or article.

Teacher's Notes Understanding that we all have a point of view is very important, but especially when consuming media. Here we explain and illustrate how points of views are sometimes presented in the media, and how students might question them.

Resources

- Activity 2.1
- Activity 2.2
- *What is the Media?* video
- Advertisements from the MediaWise website

Methodology

- Talk and discussion - Activity 2.2
- Collaborative learning - Media Point of View
- Skills through content - *What is the Media?* video

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Procedure

Step 1: What is the Media? Video

- Remind the children that they watched a short video about the media and advertising in the last lesson.
- Ask the children if they can remember what the media is trying to do.
- Play the *What is the media?* video from the MediaWise, www.MediaWise.ie
- After the video, remind the children that advertising tries to do 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.
- Explain to the children that they will continue to learn about the media, and today they will focus on the last aim of the media, to put forward a point of view.



Video

Step 2: My Favourite Game

- Ask the children what is a point of view?

The child may suggest that a point of view is a way of looking at a topic; an opinion that people hold; or an idea that people have about something.

- The teacher could make some statements and ask the children for their point of view on these statements, they could agree or disagree with the statements:
 - School children should wear school uniforms
 - Homework is a great idea to help children learn
 - Children shouldn't be allowed to own mobile phones
 - School holidays should be shorter to allow children to learn more.
- Whether they agree or disagree with the statement, ask the children to give a reason for their answer.
- Explain to the children that they demonstrated a point of view on each statement.
- Explain that everyone has a reason for their point of view, based on what they like, or dislike, based on what they agree or disagree with.
- Tell the children that in Activity 2.1, the children can draw their favourite game – they might enjoy make believe games, sporting games (football or hurling for example), dress up games, game with toys, construction games, computer games.
- Explain that different games make people happy and it is up to them to decide which game they feel is their favourite.

What is the Media?
Activity 2.1

My favourite game is

Draw your picture of the game

Name: _____ Date: _____

Activity 2.1

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Procedure continued

Step 3: Media Point of View

- Explain to the children that the media put forward different points of view all the time.
- Tell the children that the role of the media is to have strong points of view on different topics, and that media aims to persuade us to agree with their point of view.
- Tell the children that they should be able to decide whether they agree with the point of view put forward by the media.
- Explain to the children that in groups or pairs they are going to decide whether they agree with the point of view put forward by the media.
- As a whole class activity, the class are going to watch some advertisements from the MediaWise, www.MediaWise.ie
- After each advertisement, ask the children:
 - What point of view is this advertisement putting across?
 - Do you agree or disagree with it? Why?
 - How would you change this advertisement to reflect your point of view?
- Remind the children that the media put forward different points of view all the time.
- Tell the children that the role of the media is to have a strong point of view on different topics, but they can decide whether they agree with the point of view put forward by the media.

Step 4: Media Debate

- Ask the children if they think advertising to children should be banned?
- If no, why is advertising a good idea?
- If yes, why do they not agree with advertising?
- The teacher will suggest a class debate on the following motion:
Advertising to children should be banned.
- In pairs, groups or teams the children should pick a side in favour or against the statement. They can use Activity 2.2 to help structure their debate.
- The teacher could suggest ideas for arguments e.g. advertising targets children, children aren't able to make up with own minds, children are easily influenced, children should be protected from the advertising, children wouldn't know what to think if advertisers didn't tell them, etc.
- Each side should be allowed an agreed amount of talking time to put across their point of view, with an opportunity to reply at the end of the debate.
- Teacher can encourage the children to express their points of view. Allow disagreement, and counter arguments.
- At the end of the debate, explain that although the different teams had a different point of view, all points of view are valuable.

What is the Media? Activity 2.2	
A class debate on the following motion Motion: Advertising to children should be banned	
Agree	Disagree
Points of argument	
Point 1	
Point 2	
Point 3	
Point 4	
Name	Date

Activity 2.2