

Lesson 3



Recognise some of the different elements that are used in the media and explain how these affect our emotions in order to make us feel in a particular way

Lesson Objective

The children should be able to recognise some of the different elements that are used in the media and explain how these affect our emotions in order to make us feel a particular way.

Learning Outcome

Understand that people who make media use elements such as logo, slogans, celebrities, characters/ animals, the use of humour to encourage us to feel a range of emotions and make us feel in a particular way. Understand that advertisements (and their messages) are meant to make us feel a particular way.

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 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. All of these elements are designed to encourage us to feel a range of emotions and make us feel a particular way.

Resources

- Advertisements from the MediaWise website
- *Name the Logo* interactive activity
- Activity 3.1

Methodology

- Talk and discussion: Name the Slogan; Who's Who?
 - Collaborative learning: What's in a Logo?
 - Skills through content: What's the Message; Music in Advertising
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The message and emotion behind the media

Lesson 3



Procedure

Step 1: What is the message?

- Explain to the children that advertisements and content on web and social media pages include logos and brand names, visuals including images and colours, specific words and language, 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 to encourage us to enjoy the products they are advertising.
- Explain to the children that a logo is a symbol or small design used to identify a product, and a slogan is a catchy phrase used to encourage people to buy or use your product.
- As a whole class activity, they are going to watch some advertisements from the MediaWise website.
 - After each advertisement, ask the children some questions to encourage them to think about the advertisement:
 - What is this 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, humour.

- Does this product use a logo in the advertisement?
- Does this product use music in the advertisement?
- Does this product use a slogan or a 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?
- How does the advertisement make them feel?

Explain to the children that advertisements are designed to encourage us to feel a range of emotions and make us feel a particular way.

- Would this advertisement encourage you to buy the product?
- Does the use of a logo and brand name, visuals including images and colours, language and 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 to 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 - Name the Logo Interactive Activity

- Explain to the children that a logo is a symbol or small design used to identify a product.
- Explain that companies use logos that are simple, easy to remember, aimed at the people who buy the product and can be used in different ways e.g. 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 from the MediaWise website, www.MediaWise.ie, the children can name the product or company by their logo.
- Open the *Name the Logo* from the MediaWise website and allow the children to name the product or company by their logo.
- They might guess the following: McDonalds, Nike, Coca-Cola, Disney, IRFU, Apple, Adidas, Android, Facebook, Google, KFC, Pepsi, Playstation, Starbucks, Twitter, Xbox.
- Ask the children if they feel anything when they see the logo?
- Remind the children that logos are designed to encourage us to feel a range of emotions and make us feel in a particular way.



Interactive activity

Optional Activity

- Ask the children to pick a real or imaginary product and design their own logo for the product.

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Lesson 3



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 its 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 feel anything when they hear the slogan?
 - Remind the children that slogans are designed to encourage us to feel a range of emotions and make us feel in a particular way e.g. excited or happy when we hear a slogan that reminds us of a product.
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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?
- 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 and 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 advertisements with logos, slogans, celebrities and characters / animals.

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Procedure continued

Step 5: Music in Advertising

- Explain to the children that advertisements often use music to make their advertisement exciting and memorable.
- Ask the children if any of the advertisements they watched at the beginning of the lesson used music.
- Can they remember any of the music? Was the music suitable for the product?
- Ask the children if they feel anything when they heard the song?
- Remind the children that music in advertising is designed to encourage us to feel a range of emotions and make us feel in a particular way e.g. enthusiastic or happy when we hear a song that reminds us of a product.
- Ask the children to name some popular songs that they like at the moment.

The children may name current songs. Teacher can play excerpts from the songs from the internet.

- Ask the children if any of these songs would be good to include in an advertisement for – a new football, a fizzy drink, a new doll, a zoo, a new tablet or phone or a chocolate bar.
- Using Activity 3.1 the children can choose a song which may suit an advertisement for the products. They can give reasons why they think it would be a good choice – it has a fast tempo, it's slow, it's catchy, it sounds sporty, etc.
- 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 songs to advertise their products.
- Remind the children that advertisements include product 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 to encourage us to enjoy the products they are advertising.

The worksheet is titled 'Activity 3.1' and has the subtitle 'Choose a song which may suit an advertisement for the products, give reasons.' It contains a table with three columns: 'Product', 'Music', and 'Reasons'. The rows are labeled with product types: 'New football', 'A fizzy drink', 'A new doll', 'A zoo', 'A new tablet or phone', and 'A chocolate bar'. At the bottom of the page, there are fields for 'Name' and 'Date'.

Product	Music	Reasons
New football		
A fizzy drink		
A new doll		
A zoo		
A new tablet or phone		
A chocolate bar		

Activity 3.1