

Introduction

Children are growing up in a world where marketing messages reach into most areas of their lives. These messages are now so prevalent and increasingly persuasive that it's more important than ever to teach children to understand these messages and what they are saying.

MediaWise is a FREE online Media Literacy Resource developed for use across Key Stage 1 and Key Stage 2 classes. It aims to help children develop their awareness and understanding of media, advertising and marketing. This will enable children to make more informed decisions about their needs and wants based on the marketing messages they are exposed to.

To access MediaWise lesson plans, videos, interactive quizzes and activity sheets visit [MediaWiseNI.com](https://www.MediaWiseNI.com)

Introduction



MediaWise aims to give children the life skills they need to take full control of the rapidly changing media forms at their disposal. This resource has been developed for the Northern Ireland Curriculum and aims to help children understand and critically evaluate broadcast, digital and other media content and services to make informed choices.

On completion of the resource children will be able to:

Identify

Identify and describe different types of advertising.

Analyse

Understand the purpose of a range of adverts, and the techniques they sometimes use to influence.

Explain

Explain how advertising rules shape the adverts that we see.

Evaluate

Ultimately help children develop critical thinking about the commercial world around them and help them make better informed choices.

Introduction



Logos

Overview

Lesson 1 – What is meant by Media?

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

Lesson 2 – My Point of View

- The children should be able to understand that everyone has a point of view and understand 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.

Lesson 3 – Elements of Advertising

- The children should be able to recognise and understand that people who are involved in media production 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.
- The children should understand that advertisements (and their messages) are meant to make us feel a particular way.

Lesson 4 – Needs and Wants

- Explain what a need is and what a want is.
- Explain the difference between the two.
- Relate emotions to needs and wants and that some things fit into both categories.

Lesson 5 – Stereotypes

- Describe what stereotyping is and understand how stereotyping is used in the media i.e. making assumptions about certain groups.

Lesson 6 – Media Campaign #1

- The children should be able to design an information media campaign to show how the media can be a source of information and make the world a smaller place.

Lesson 7 – Media Campaign #2

- The children should be able to design an information media campaign to show how the media can be a source of information and make the world a smaller place.

Each lesson has been designed as a 45–60 minute session. The teacher's notes comprise of an outline of each lesson, including:

Learning Intentions

The learning intentions included for each activity covers a number of Areas of Learning and Cross Curricular skills. Whilst each lesson will cover all the learning intentions included, each individual teacher should decide on the appropriate focus for each lesson, whether that be developing an element of Talking and Listening, focusing on PD&MU or developing a Thinking Skill.

Resources to be used

- MediaWise includes a selection of real adverts for reference that you can use within the lessons and as a stimulus for future media literacy activities.
- A detailed walk through of the lesson is outlined, including:
 - Pupil worksheets
 - Activities
 - Interactive activities
 - Videos.

You can use these flexibly and adapt them to the amount of time you have available.

Introduction



Curriculum Links – Language and Literacy

Talking and Listening

- Participate in group and class discussions for a variety of curricular purposes.
- Share, respond to and evaluate ideas, arguments and points of view and use evidence or reason to justify opinions, actions or proposals.
- Prepare and give a short oral presentation to a familiar group, showing an awareness of audience and including the use of multimedia presentations.
- Use appropriate quality of speech and voice, speaking audibly and varying register, according to the purpose and audience.
- Listen and respond to a range of fiction, poetry, drama and media texts through the use of traditional and digital resources.
- Describe and talk about real experiences and imaginary situations and about people, places, events and artefacts.
- Improvise a scene based on experience, imagination, literature, media and/or curricular topics.

Reading

- Begin to be aware of how different media present information, ideas and events in different ways.
- Consider, interpret and discuss texts, exploring the ways in which language can be manipulated in order to affect the reader or engage attention.
- Justify their responses logically, by inference, deduction and/or reference to evidence within the text.
- Participate in modelled, shared, paired and guided reading experiences.
- Use traditional and digital sources to locate, select, evaluate and communicate information relevant for a particular task.
- Represent their understanding of texts in a range of ways, including visual, oral, dramatic and digital.

Writing

- Write for a variety of purposes and audiences, selecting, planning and using appropriate style and form.
- Experiment with rhymes, rhythms, verse structure and all kinds of word play and dialect.
- Create, organise, refine and present ideas using traditional and digital means, combining text, sound or graphics.

PD&MU

Relationships with Family, Friends and at school

- Exploring and examining what influences their views, feelings and behaviour.

Relationships with the Wider World

- Understanding that differences and similarities between people arise from a number of factors including cultural, ethnic/racial and religious diversity, gender and disability.
- Examining the role of advertising at a local and or global level.
- Exploring how the media present information.

The Arts

- Develop their understanding of the world by engaging in a range of creative and imaginative role-play situations.

Thinking Skills and Personal Capabilities

Thinking, Problem Solving and Decision Making

- Explain their methods and opinions, and the reasons for choices and actions.
- Identify similarities and differences by making simple comparisons and connections.

Being Creative

- Generate as many ideas and options as possible, building and combining ideas.
- Take time to use imagination for enjoyment.
- Listen to and share ideas and experiences.
- Experiment and investigate real life issues.

Self Management

- Evaluate what they have learned and compare their approaches with others.

Managing Information

- Record information in a variety of formats.
- Begin to identify audience and purpose when communicating.
- Begin to challenge conventions and assumptions.
- Communicate with a sense of audience and purpose.