

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

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



Overview

Lesson 1 – What is meant by the Media?

- Understand that the media carries a 'message' and understand that the media is trying 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.

Lesson 2 – What is Advertising?

- Children should be aware that advertising is trying to sell something and understand that advertisers target advertising at certain people – adults, children, younger people, older people and families.
- Children should recognise some advertising and understand that advertising is everywhere.

Lesson 3 – Hidden Advertising

- Evaluate the influence of hidden messages in the media & distinguish different viewpoints.
- Describe what stereotyping is and understand how stereotyping is used in the media, i.e. making assumptions about certain groups.
- Recognise the use of stereotypes and the impact of excessive use of stereotypes in the media.

Lesson 4 – Restricting the Media

- Understand that the media industry has to follow a set of rules, and be able to explain why they are necessary.

Lesson 5 – Social Media #1

- The children should be able to assess points of view presented in a range of sources of media and choose to agree or disagree with them, for example different viewpoints regarding children's usage of modern media.

Lesson 6 – Social Media #2

- The children should be able to assess points of view presented in a range of sources of media and choose to agree or disagree with them, for example different viewpoints regarding children's usage of modern media.

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

- Listen and respond to a range of fiction, poetry, drama and media texts through the use of traditional and digital resources.
- Participate in group and class discussions for a variety of curricular purposes.
- Know, understand and use the conventions of group discussion.
- Share, respond to and evaluate ideas, arguments and points of view and use evidence or reason to justify opinions, actions or proposals.
- Participate in a range of drama activities across the curriculum 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.
- Represent their understanding of texts in a range of ways, including visual, oral, dramatic and digital.
- Participate in modelled, shared, paired and guided reading experiences.
- Justify their responses logically, by inference, deduction and/or reference to evidence within the text.
- Use traditional and digital sources to locate, select, evaluate and communicate information relevant for a particular task.

Writing

- Discuss various features of layout in texts and apply these, as appropriate, within their own writing.
- Write for a variety of purposes and audiences, selecting, planning and using appropriate style and form.
- Participate in modelled, shared, guided and independent writing, including composing on-screen.
- Express thoughts, feelings and opinions in imaginative and factual writing.

PD&MU

Keeping Safe

- Developing a pro-active and responsible approach to safety.

Self Awareness

- Examining and exploring their own and others' feelings and emotions.
- Knowing how to confidently express their own views and opinions in unfamiliar circumstances.

PD&MU (continued)

Relationships with Family, Friends and at school

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

Relationships in the Community

- Developing an understanding of their role and responsibility as consumers in society.

Relationships with the Wider World

- 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.
- Explore a range of cultural and human issues in a safe environment by using drama to begin to explore their own and others' feelings about issues, and by negotiating situations both in and out of role.

Thinking Skills and Personal Capabilities

Thinking, Problem Solving and Decision Making

- Examine options and weigh up pros and cons.
- Identify and order patterns and relationships through a range of strategies such as grouping, classifying and reclassifying, comparing and contrasting.
- Discriminate between fact and opinion and question the reliability of evidence.
- Explain and justify methods, opinions and conclusions
- Understand more than one point of view.

Self Management

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

Managing Information

- Be able to classify, compare and evaluate information.
- Communicate with a sense of audience and purpose.
- Begin to challenge conventions and assumptions.
- Be able to ask deeper and wider questions to clarify the task, to plan and to set goals.