

Lesson 1



Overview

Understand that the media carry 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.

Learning Intentions

Language and Literacy: Talking and Listening

- Participate in group and class discussions for a variety of curricular purposes.
- Know, understand and use the conventions of group discussion.

Language and Literacy: Reading

- Begin to be aware of how different media present information, ideas and events in different ways.

PD&MU: Strand 2 – Mutual Understanding in the Local and Wider Community

- Begin to be aware of how different media present information, ideas and events in different ways.

Thinking Skills and Personal Capabilities

Managing Information

- Be able to classify, compare and evaluate information.

Thinking, Problem Solving and Decision Making

- Examine options and weigh up pros and cons.

Teacher's Notes

The 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 the media, we may not even notice that we're consuming all these messages. One aim of the media is to persuade us to buy or use a product. The advertising industry uses various forms of the media to communicate their message. The people who make the media are the ones who decide what message they want to communicate (what they want to say).

Companies can also pay the people who own and make the media to communicate their message about a particular product or brand. Communicating messages in the media in this way is called advertising and the average person sees about 1,500 advertisements per day.

Resources

- **Video:** What is the Media?
- Examples of different types of media – this could include an example of a newspaper article, poster advertisement, magazine article, radio broadcast, TV show, TV advert, internet site, text message etc.
- **Activity 1.1:** What is the Media?

Lesson 1



Introduction

Carry the message

- Tell the children that you need to get a message to a friend in the next town.
- Ask them for suggestions as to how you could get them a message.
They might suggest posting a letter, sending an email, calling them by phone, texting them, or sending messages via online app.
- Ask the children how they would send a message to one of their friends? What is the quickest way to contact their friend?
- Explain to the children that they get messages everyday, some that they are aware of, like a message from their friends, family or teachers. However they also get other messages.
- Ask the children:
 - Can you suggest where other messages may be coming from?
 - How do you know where to buy your favourite food?
 - How do you know where to buy the clothes you like?
 - How do you know when your favourite TV show is on?*The children may suggest that they get information from your favourite television, radio, internet, online, from friends.*
- Explain to the class that they are going to look at different ways they receive information from sources of media.
- Explain that the television, radio, internet, online, as well as other forms of messaging communication are called the Media.

Development

1. What is the Media? Video

- Show the children the **What is the Media?** video from the MediaWise website, www.MediaWiseNI.com
- After the video, ask the children if they can name any of the forms of media included?

Video



Learning Intention

- Participate in group and class discussions for a variety of curricular purposes (Language and Literacy).

Development of Learning Intention

- Ensure that children are using precise, technical words at all times – focus on the key vocabulary of the Media, including cinema, magazines, posters etc.
- Precise language should be used throughout the lesson when discussing forms of Media and the features of various forms of Media.

- Tell the class that many of these forms of media inform what we buy and use everyday – our food, clothes, games, books, toys and technology.

2. “Because media is growing and changing so quickly, some people think it is too powerful.” (Quote from ‘What is the Media’ Video)

- As a whole class or in groups, brainstorm the pros and cons of the media being so powerful.
- Allow children to give their idea and provide a justification or evidence to support it.
- Make a list of pros and cons – this will be referred back to and added to in later lessons.

Lesson 1



Development Continued

2. “Because media is growing and changing so quickly, some people think it is too powerful.”

(Quote from ‘What is the Media’ Video) (continued)

Learning Intention

- Examine options and weigh up pros and cons
- Be able to classify, compare and evaluate information (TS&PC).

Development of Learning Intention

- Select from or combine elements of the following activities:
 - Consider All Factors (CCEA, Active Teaching and Learning, page 9).
http://nicurriculum.org.uk/docs/key_stages_1_and_2/ALTM-KS12.pdf
 - Thinking Cards Set 2:2.11 Consider All Factors (CCEA).
http://www.nicurriculum.org.uk/curriculum_microsite/TSPC/the_think_pack/download_cards/set2.asp
- Keep a running list of all the pros and cons suggested by the children – these suggestions will be revisited and added to over subsequent lessons.

3. Media Messages

- Explain to the children that the media is all around us and 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.
- Tell the children that in groups they are going to read and watch some examples of the media
- Remind the class that the people who make media are the ones who decide what message they want to communicate (what they want to say).
- As they read and watch the sources of media, they need to decide as a group what the main purpose of each piece of media is and classify it using **Activity 1.1**.

Activity 1.1

Learning Intention

- Begin to be aware of how different media present information, ideas and events in different ways (Language and Literacy)
- Exploring how the media present information (PD&MU).

Development of Learning Intention

- Provide opportunities for the children to fully discuss the features of each Media type and how they compare and contrast with other Media types.
- Provide opportunities for the children to consider whether some Media types would be more useful when trying to do one of the four things:
 - Tell us something we need to know
 - Persuade us to buy a product
 - Persuade us to change our behavior
 - Put forward a point of view.

Plenary

1. Discuss **Activity 1.1** findings as a whole class. Where there is any disagreement as to the purpose of a piece of media:

- Allow children to give their idea and provide a justification or evidence to support it.

2. Recap the chosen Learning Intention(s) and ensure the success criteria have been achieved.