

What is the Media?

Lesson 1



Explain and understand what media is

Lesson Objective The children should be able to explain and understand what media is.

Learning Outcome The children should be able to name some media and identify some media.

Teacher's Notes 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 media, we may not even notice that we're consuming all these messages.

Resources

- *What is the Media?* video
- Activity 1.1

Methodology

- Talk and discussion - Molly's Message, *What is the Media?* video
- Active learning - Act the Message
- Collaborative learning - The Whisper Game
- Skills through content - What's the Message?

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Procedure

Step 1: The Whisper Game

- Invite the children to sit in a circle. Explain that a message is a bit of information that you get from someone else.
 - Tell them that you have a funny message, and you want to share it with them.
 - Tell one child, and they will tell another children and so on, until the whole class has heard the message.
 - Tell the first child the message, out of ear shot of the class “I see a silly sausage on a sunny day”. Ask that child to pass the message to the next child.
 - The message passes from child to child, until it reaches the last child in the circle.
 - Ask that child to share the message with the class.
 - Tell the children they were great at passing the message.
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Step 2: Get the Message

Ask the children how they would get a message to someone:

- In the seat beside them
- In the next classroom
- At the far side of town
- In another town
- In another county
- In a far way country
- On another planet

The children might suggest talking, a letter, an email, a text, social media. Explain to the children that messages can come from lots of different places.

Step 3: Act the Message

- Ask the children to share any other ways of passing a message.
 - Invite them to act out any suggestions – writing a message, calling out a message, whispering a message, using hand signals, and so on.
 - Tell the children that you got a message on your computer from the principal, telling you that your class, were a great class.
 - Ask the children, have they ever seen a message on a computer, or a phone or a tablet?
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Procedure continued

Step 4: Story Time

- Ask the children if they'd like to hear a story. Tell them the story Molly's Message.

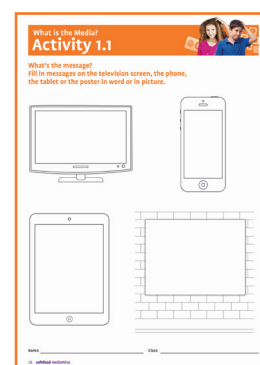
Molly's Message

Molly came home from school. She'd had a great day, She played with all her friends. She had eaten all her lunch. She had drawn a beautiful picture for her teacher. When she got home, she sat down to start her snack. She heard a voice say "Come play with me". Molly looked around the kitchen. Her Dad was cooking dinner. Her Mam was at work. She couldn't see where the message was coming from. Again she heard the voice "Come play with me". Molly was confused. She asked her Dad, if he'd heard a voice. Dad laughed, "It's just the radio" said Dad, "Sometimes we hear messages from the radio and the television". Molly understood, the message had come from someone talking on the radio. "Come play with me" said Molly. Her Dad smiled and they went out to play.

- Ask the children if they have ever heard a message from the radio or television?
- What messages have they heard?
- Have they ever seen or heard messages from elsewhere for example the internet, phones, apps on their tablets, magazines, television, radio, websites or posters on the street?
- What kind of messages have they seen or heard?
- Tell the children that all these different ways of getting messages are called – the media.

Step 5: What's the Message?

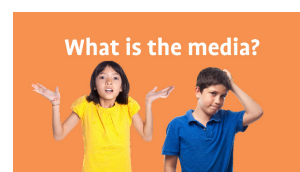
- Explain to the children that messages can come in many forms, as pictures or as words or as a mix of both.
- Ask the children if they would like to write some messages on different forms of media.
- Introduce Activity 1.1, and ask the children the name the different ways in which they can see or hear a message.
- Ask the children what message could they put on the television screen, the phone, the tablet, or the poster?
- Tell the children they can use a picture or words in their message.
- Allow the children to complete Activity 1.1 and fill in messages on the television screen, the phone, the tablet, or the poster in word or picture.
- At the end of the activity, ask the children if they'd like to share their messages.
- Remind the children that all these different ways of getting messages are called – the media



Activity 1.1

Step 6: What is the Media? Video

- Tell the children that they are going to watch a short video about the media.
- Play the *What is the media?* video from the MediaWise website, www.MediaWise.ie
- When the video reaches "Can you think of any media that you saw this week?" pause the video to allow the children to answer.
- Pause the video on each example and ask the children if they have seen any of the examples.
- After the video, ask the children if they can remember any of the media they saw in the video.
- Explain to the children that they will continue to learn about the media, but in the meantime they should keep an eye and ear out for any media messages that they see or hear.



Video