

# What is the Media?

## Lesson 2



### Explain and understand what advertising is

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

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**Learning Outcome** The children should be able to describe what advertising is and recall some advertising.

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**Teacher's Notes** The people who make 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.

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- Resources**
- *What is the Media?* video
  - Activity 2.1
  - Activity 2.2
  - Coloured Counters
  - Scissors
  - Glue
  - *What is the Media?* interactive activity
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- Methodology**
- Talk and discussion - Media Roundup
  - Active learning - The Counter Game
  - Collaborative learning - Sorting Activity
  - Skills through content - The Counter Game; *What is the Media?* interactive activity
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# What is the Media?

## Lesson 2



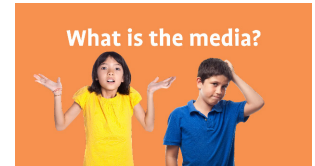
### Procedure

#### Step 1: What is the Media? Video

- Remind the children that they watched a video previously.
- Ask the children if they can remember what the video was about?
- Ask the children if they can remember any of the media they saw in the video.
- Tell the children that they are going to watch the *What is the media?* video again.
- Play the *What is the media?* video from the MediaWise website, [www.MediaWise.ie](http://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.

*The children may give different answers from previously as their awareness of the media develops.*

- Pause the video on each example and ask the children if they have seen any of the examples since the last lesson.
- Ask the children if any of these forms of media had a message about a particular product or brand – food, toys, clothes, games?
- Explain to the children that messages in the media encouraging us to use or buy a particular product or brand – food, toys, clothes, or games is called advertising.
- Explain to the children that today they will continue to learn about the media and advertising.



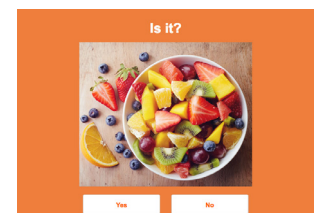
Video

#### Step 2: What's the Message?

- Ask the children what kind of message would they expect to get from:
  - Their friend
  - Television
  - Their teacher
  - The internet
  - A magazine
  - Their parents
  - A poster on the street.
- Explain that there are different types of messages.
- Some of the messages are personal like ones from our friends and family, some are educational and are to teach us, like from our teacher.
- Some messages are trying to encourage us to do something, like the messages from television, radio, the internet, a magazine or a poster on the street.

#### Step 3: What is the Media? Interactive Activity

- Tell the children that many different ways of getting messages can be called – the media.
- Open the *What is the media?* interactive activity from MediaWise website, [www.MediaWise.ie](http://www.MediaWise.ie)
- Give the children the opportunity to engage with the activity, using the interactive aspects to choose whether they feel the images are part of the media.
- Use prompts such as:
  - Does this give us a message?
  - What message might we get from this?
  - Is this part of the media?
  - Does this give us messages about a particular product or brand – food, toys, clothes, games?
  - Is this called advertising?
- Summarise the results of the *What is the Media?* interactive activity by naming all the media and non-media.



Interactive Activity

# What is the Media?

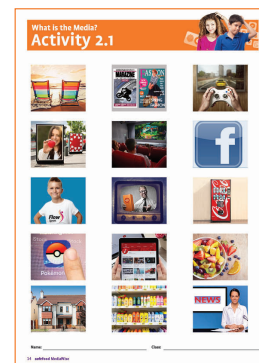
## Lesson 2



### Procedure continued

#### Step 4: The Counter Game

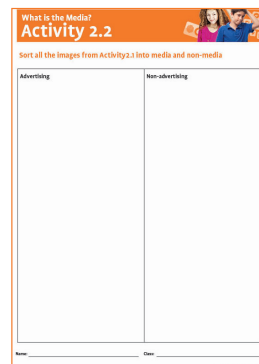
- Following from the last activity, explain to the children that they are going to play a game with all the images and decide which is media or non-media.
- Distribute Activity 2.1, and ask the children to look at all the images that they are familiar with from Step 3.
- Ask the children to name each of the images and to choose whether the images are advertising or not.
- Distribute coloured counters, ask the children to cover all the advertising images in one colour counter e.g. red and to cover all the non-advertising images with another colour e.g. blue.
- After the children have completed the activity, use the *What is the Media?* interactive activity from MediaWise website, [www.MediaWise.ie](http://www.MediaWise.ie), to check the answers as a class.



Activity 2.1

#### Step 5: Sorting Activity

- Explain to the children that they can have an opportunity to sort all the images into advertising and non-advertising.
- The children can use Activity 2.1, and will need Activity 2.2 also.
- Explain to the children that they are going to cut out all the images from Activity 2.1, and sort them into advertising and non-advertising using the Activity 2.2 sheet, which is divided into an advertising and non-advertising side.
- Encourage the children to recall their learning in Step 3 and 4 to help them with this sorting activity.
- After the children have completed the activity, use the *What is the Media?* interactive activity from MediaWise, [www.MediaWise.ie](http://www.MediaWise.ie), to check they have sorted the images into the correct side.



Activity 2.2

#### Step 6: Media Roundup

- Remind the children that many different ways of getting messages are called – the media.
- Remind the children that some media give us messages encouraging us to use or buy a particular product or brand – food, toys, clothes, or games – and this is called advertising.
- Encourage the children to look out for different forms of media at home, in school and in the outside world and decide if they are advertising or not.