

# Media's influence on us

## Lesson 7



### Explain what persuasion is and how it works

---

**Lesson Objective**

The children should be able to explain what persuasion is and how it works.

---

**Learning Outcome**

Understand that persuasion means to talk someone into doing or thinking something.

---

**Teacher's Note**

We're surrounded by lots of media, it has a real influence on us. It's important to remember that most media are trying to sell something to us. An advertisement, for example, may make us smile or tell us a good story, but it's also trying to persuade us to buy or do something.

---

**Resources**

- Advertisements from the MediaWise website
- Story - Tommy's Birthday
- *Media's Influence on Us* video

---

**Methodology**

- Talk and discussion - What's the message
  - Collaborative learning - Persuade Me Game
  - Skills through content - Story Time, *Media's Influence on Us* video
-

# Media's influence on us

## Lesson 7



### Procedure

---

#### Step 1: Persuade Me Game

- Survey the children on their favourite breakfast cereal, sweets or sport. Record the results (and create a simple graph if possible to display the results).
  - Using the results ask the children which is the most popular breakfast cereal, sweets or sport; which is the least popular breakfast cereal, sweets or sport; how many people like the other breakfast cereals, sweets or sports?
  - Pick the top three results and divide the class into three teams. The teacher can sit in the centre of the room as a neutral party.
  - Each team must convince the teacher that their breakfast cereal, sweets or sport is the best.
  - The teacher could model the persuasion process, to encourage the teams.
  - The teacher can prompt the children with persuasive ideas during the activity.
  - During feedback time, ask the children what are the best ways to persuade someone to agree with them. Take a note of any suggestions.
- 

#### Step 2: Story Time

- Explain to children that persuasion means to talk someone into doing or thinking something.
- Ask the children if they would like to hear a story about Tommy's birthday party.

##### Tommy's birthday

It was Tommy's birthday. Mum said that he could invite friends to a birthday party. Tommy had lots of friends. He asked them what kind of party he should have. Mary wanted him to have a pirate party. Valentina wanted him to have a princess party. Harry thought he should have a hurling party. Jamie wanted Tommy to have an *under the sea* party. All of Tommy's friends tried to persuade him that their idea was the best. Mary explained that everyone could dress up as pirates and pretend Tommy's sitting room was a pirate ship. Valentina explained that Tommy could be a prince and could rescue the princess from the evil wizard. Harry suggested inviting all of Tommy's hurling team and they could stay outside and play hurling for the afternoon. Jamie suggested that everyone could dress up as fish or octopus or sharks, and they could pretend that they were all living under the sea. Tommy wasn't sure which party he should have. All his friends had given him such good ideas.

- Ask the children why Tommy was having a party.
  - Ask, what were the different themes that his friends suggested?
  - Which theme did they think was best, and why?
  - Explain that each of Tommy's friends was trying to persuade him.
  - Explain that Tommy's friends wanted their choice of party but it was up to Tommy to decide which kind of party he would like himself.
  - Ask the children which party they think Tommy decided to have.
-

# Media's influence on us

## Lesson 7



### Procedure continued

#### Step 3: What's the message

- As a whole class activity watch the advertisements from the MediaWise website, [www.MediaWise.ie](http://www.MediaWise.ie)
- After each advertisement, ask the children if the advertisement is trying to persuade us into doing or thinking something.
- Ask the children what each advertisement is trying to persuade us to do or think.
- Ask the children if they feel they should do or think something simply because an advertisement is trying to persuade them to.
- Ask the children if they have ever been persuaded to do or think something by an advertisement they have seen.
- Explain to the children that they should make their own decision on what they should do and think.
- Explain to the children that advertising will try to persuade them to do lots of things but it is important to make their own decisions.

#### Step 4: Media's Influence on Us Video

- Tell the children that they are going to watch a short video about media.
- Play the *Media's Influence on Us* video from the MediaWise website, [www.MediaWise.ie](http://www.MediaWise.ie)
- After the video, ask the children if they can remember any of the things media is trying to do.
- Explain to the children that they will continue to learn about the media, but in the mean time they should keep an eye and ear out for any media or advertising that tries to persuade them to do or think something.



Video