

# What is the Media?

## Lesson 2



### Explain and understand advertising's purpose

**Lesson Objective** The children should be able to explain and understand advertising's purpose.

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**Learning Outcome** The children should be able to associate advertising with persuasion and identify some advertising that is trying to 'tell' us something. Identify some advertising that is trying to 'sell' something.

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**Teacher's Notes** Building on the previous activity, explore advertising further in terms of what it's meant to do. Advertising tries 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.
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**Resources**

- Activity 2.1 - Come to the Circus poster
- Story Tom Hates the Circus

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**Methodology**

- Talk and discussion - Story Tom Hates the Circus
- Collaborative learning - Persuade the Teacher
- Skills through content - Come to the Circus poster

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### Procedure

#### Step 1: Forms of Media

- Remind the children that in the last lesson they learned that we see and hear lots of different messages every day and many of these messages come from different forms of media.
- Remind the children that companies can pay the media, to communicate their messages encouraging us to use or buy a particular product or brand – food, toys, clothes, or games. Communicating messages in the media in this way is called advertising.
- Explain to the children that the average person sees about 1,500 advertisements per day.
- Remind them that it was suggested that they should keep an eye and ear out for any messages that they see and hear from the media, including advertisements.
- Ask if they saw any messages from the media since their last lesson, including advertisements.
- Remind the children that they watched a video with lots of different examples of the media.
- Ask them if they can name any of the media.

#### Optional

- Play the *What is the Media?* video from the MediaWise website, [www.MediaWise.ie](http://www.MediaWise.ie), to refresh the children's memory of the forms of media.



Video

#### Step 2: Persuade The Teacher

- Explain to the children, that you can give them 5 minutes of extra PE or Art or other favourable activity if they can persuade you that it's a good idea.
- Explain that persuading, is convincing someone to do something.
- Ask the children to come up with some reasons why they should get 5 minutes extra of a favourable activity.
- The children can work in pairs, in groups or as whole class.
- Ask one child from each pair or group to speak, and offer their reasons why there should be the extra 5 minutes of a favourable activity.
- After all the reasons have been given, decide that the children deserve an extra 5 minutes as they have persuaded you.

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### Procedure continued

#### Step 3: Story Time

- Ask the children if they have ever persuaded someone before.
- Allow them to give examples of other times they have persuaded people.
- Tell the children that you are going to tell them a story about someone who was persuaded.

##### Tom Hates the Circus

All the children in Tom's class were very excited. The Circus was coming to town. Maria, loved the circus, she was looking forward to seeing all the animals. Harry liked looking at the clowns falling and tripping and making a mess. Sive liked the Ringmaster and the big booming voice that explained what was happening next. Alex really enjoyed going with her family to the huge tent where the circus was held. Tom was not excited. Tom didn't like the circus. He thought it was boring and silly. The other children decided that they would persuade Tom that the circus was awesome. Maria went first, she said: "The lions are so scary and the monkeys make me laugh. There is even an elephant that does amazing tricks". Next Harry explained: "The clowns are so funny and I laugh so hard that I think I'll burst. One day I hope to be a clown just like them". Sive used her best Ringmaster voice. "Welcome to the circus, to the most wonderful show you'll see this year. Roll up, roll up and be amazed". Alex went last, and tried extra hard to persuade Tom to like the circus: "The tent is so big you can see it from my house. There are so many animals there, that they use the biggest field in the town to fit it. It's the best thing you'll see in town this year". They all a looked at Tom. He looked back at them and began to smile. "It sounds great," said Tom, "You've persuaded me to go to the circus". That night Tom went to the circus and he loved it.

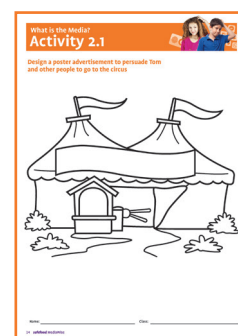
- Ask the children, to recount what happened in the story.
- Ask what happened at the start? Did Tom like the circus?
- Ask what happened during the story to change his mind.
- Why do you think Tom changed his mind by the end of the story?

*The children might suggest that the other children persuaded Tom to go to the circus by convincing him that we would enjoy it.*

- Explain to the children that the media tries 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.
- Explain to the children that some advertising is trying to 'sell' something.
- Ask the children if they have ever been convinced to buy something by an advertisement.
- What was the product they bought and how did the advertisement convince them to buy it?

#### Step 4. Come to the Circus Poster

- Ask the children if they could convince Tom to go to the circus by drawing a poster advertisement for the circus, including all the amazing things that he would see.
- Ask what they could include in the poster advertisement to encourage Tom to go to the circus?
- They may suggest scary lions, funny monkeys, amazing elephants, hilarious clowns, a Ringmaster with a big booming voice, and a huge tent.
- Using Activity 2.1 allow the children to design a poster advertisement to persuade Tom, and other people, to go to the circus.
- After they have completed the activity ask the children if they'd like to share their work with the class and explain why they chose those images to persuade Tom and other people to go to the circus.
- Ask the children if they'd like to colour in the activity afterwards.



Activity 2.1