

# Media's influence on us

## Lesson 8



### Consider that media gives us a voice and create an information media campaign using that voice

**Lesson Objective** The children should be able to consider that media gives us a voice and create an information media campaign using that voice.

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**Learning Outcome** Understand the widespread use and reach of media and the fact it can give us information on many issues, from many voices. Choose a topic that merits an information media campaign and create a simple media campaign to highlight that topic.

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**Teacher's Notes** As the media provides us with a lot of information, media makes us aware what's happening in the world and makes the world a smaller place. News travels faster. We know what events look like although they might be thousands of kilometres away and we can hear people's views too because media can also give us a voice.

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**Resources**

- *Media's Influence on Us* video
- Research tools with internet access
- Activity 8.1

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**Methodology**

- Talk and discussion: United Nations Convention on the Rights of the Child
- Active learning: Presentation Time
- Collaborative learning: Raise your Voice
- Skills through content: *Media's Influence on Us* video

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### Procedure

#### Step 1: Media's Influence on Us Video

- Tell the children that they are going to watch a short video about media's influence on us.
- Play the *Media's Influence on Us* video.
- Pause the video and ask the children if they have seen any of the examples of media's influence on us.
- After the video, ask the children if they saw or heard any new information about media's influence on us.
- Explain to the children that the media is everywhere and can give us important information, but it can also be used for misinformation, or fake news.
- Remind the children that the emotions play a big part in media and advertising.



Video

#### Step 2: United Nations Convention on the Rights of the Child

- Article 12 of the United Nations Convention on the Rights of the Child states that a “child who is capable of forming his or her own views has the right to express those views freely in all matters affecting the child, the views of the child being given due weight in accordance with the age and maturity of the child.”
- Tell the children that every child has a voice and they have a right to have their voice heard.
- Explain to the children that their point of view is important on any topic, especially topics that affect them and their lives.
- Explain to the children that media and in particular social media has given rise to stories of regular people, rather than focusing on celebrities.
- Media helps to make the world feel smaller, as information travels quicker and easier around the world via the many forms of media.

#### Step 3: Raise your Voice

- Ask the children to think about a topic that is important to them – antibullying, environmental awareness, children's rights, LGBTI equality, Travelling Community equality, gender equality, differing ability rights, access to education, antismoking or any other topic of personal interest that they would like other people to learn about.
- Tell the children that they can have the opportunity to create an information media campaign on this topic in pairs, groups or individually.
- Using Activity 8.1 the children can plan their educational media campaign using the following questions:
  - Who is the campaign targeting?
  - What is the main message of the campaign? (3/4 main messages)
  - What media elements will the campaign use – slogan, logo, celebrities, characters, music, humour, colour or images?
  - What is the slogan of the campaign? (It should be catchy and easy to remember)
  - What celebrity could promote the campaign?
  - What music could promote the campaign? (It should be catchy and relevant to the topic)
  - Why should the campaign be important to young people, in your opinion?
  - How is information communicated in the campaign – on social media, on television, on radio, in magazines, in comics, in posters for schools, online?

Media's Influence on us  
**Activity 8.1**

Plan an educational media campaign for children using the following questions

Name of educational media campaign \_\_\_\_\_

Who is the campaign target? \_\_\_\_\_

What is the main message of the campaign? (3/4 main messages) \_\_\_\_\_

What media elements did the campaign use - slogan, logo, celebrities, characters, music, humour, colour or images? \_\_\_\_\_

What is the slogan of the campaign? (It should be catchy and easy to remember) \_\_\_\_\_

What celebrity could promote the campaign? \_\_\_\_\_

What music could promote the campaign? (It should be catchy and relevant to the topic) \_\_\_\_\_

Why should the campaign be important to young people, in your opinion? \_\_\_\_\_

How is information communicated in the campaign?

On social media		On television		On radio		In magazines	
In magazine	In comics	Online					

Name: \_\_\_\_\_ Class: \_\_\_\_\_

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Activity 8.1

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### Procedure continued

#### Step 4: Presentation Time

- Using the information from Activity 8.1 each group could create one of the following:
  - A PowerPoint
  - Slideshow
  - Poster on their campaign.

The children could present their work to the class and give examples of how their campaign would get their important message across.

#### Step 5: Media Literacy Round Up

- Remind the children that over the last eight lessons, they have learned lots about the media and advertising. Ask the children if they can name any of the things they have learned?

#### Remind the children that they learned:

- To understand that media carries a 'message' and understand that advertisement 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.
- To assess points of view presented in the media and choose to agree or disagree with them, for example different viewpoints regarding children's usage of modern media.
- To recognise how some advertising can use emotions to influence whether we want or need something.
- To understand that the media industry has to follow a set of rules, and be able to explain why they are necessary.
- To evaluate the influence of hidden messages in the media & distinguish different viewpoints regarding the debate about media in modern society, and children's usage of it.
- To recognise the use of stereotyping in the media.
- To compare how different audiences might react to the same advertisement and recognise and appreciate how media can be a source of information, and misinformation.
- To consider that media gives us a voice.
- To create an information media campaign using that voice.

Each child can be presented with a MediaWise Certificate, showing their learning as part of the programme.

