

# What is the Media?

## Lesson 1



### Understand what media and advertising are

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**Lesson Objective** The children should be able to understand what media and advertising are.

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**Learning Outcome** The children should be able to identify different types of media and recognise the different media they encounter on a regular basis. The children should be able to name some advertising and recognise that advertising is everywhere.

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**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. Companies can also pay 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 1.1
- Colours

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**Methodology**

- Talk and discussion: What is the Media?; Advertising is Everywhere?
- Skills through content: *What is the Media?* video
- Active Learning: Act It Out

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# What is the Media?

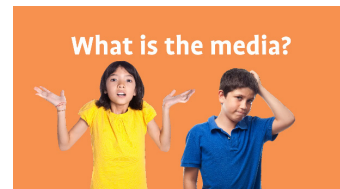
## Lesson 1



### Procedure

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

- Tell the children that they are going to watch a short video about messages.
- 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.
- 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 or advertisements they saw in the video.
- Explain to the children that they will continue to learn about the media and advertisements, but in the mean time they should keep an eye and ear out for any messages that they see and hear.



Video

#### Step 2: What is the Media?

- Tell the children that many different ways of getting messages can be called – the media.
- Tell the children that you are going to explain a few different types of media and they can guess which media you mean.
- Use the example “You can listen to this in your car, in your house. It plays music, news and people talking about different things”.
- Ask if any of the children can guess which form of media you are referring.

*The children might guess – The Radio.*

- Continue the activity with these descriptions:
  - This is made from paper and you can read the news from it? *Newspaper*
  - You might have one of these in your sitting room or kitchen, it shows images and sounds and you can watch lots of different television shows on it? *Television*
  - This can sit on your lap and you can play games on it and surf the internet. *Laptop*
  - People make phone calls on this, but it can also be used to surf the internet or play games. *Mobile telephone*
  - This is bigger than a mobile phone but can also be used to surf the internet or play games on it. *Tablet*
  - This is made from paper and is very colourful, you can read stories and look at pictures in this. *A comic*
  - These are on notice boards around your town or city. They encourage you to buy or use something like a drink, food or service. *A poster*
- Ask children can they think of any other forms of the media that give us messages?

*They might suggest packaging on food or drinks, logos on clothes, etc.*

# What is the Media?

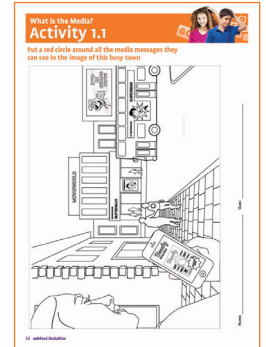
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### Procedure continued

#### Step 3: Advertising is everywhere?

- Following on from Step 2, ask the children to name some of the places they might see messages from the media?
- Explain that companies can pay the media, to communicate their messages in the media 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.
- Explain that media advertising is everywhere – at home, in the street, online.
- Show the children Activity 1.1, a busy street scene in the middle of a town.
- Ask the children if they can see any media messages in the image?
- Give the children a copy of the Activity 1.1 and ask the children to put a red circle around all the media messages they can see in the image.
- 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 media messages.
- Ask the children if they'd like to colour in the activity afterwards.



Activity 1.1

#### Step 4: Act It Out

- As a closing activity, encourage the children in pairs, groups or as a class to act out some forms of media, without speaking, and encourage the other children to guess the media.
- They could mime out some of the following:
  - Cinema
  - Magazines
  - Logos or messages on clothing
  - Posters on the street
  - Television
  - Radio
  - Websites
  - Video games
  - Apps on tablets
  - Social media