

# The message and emotion behind the media

## Lesson 3



### Recognise a range of emotions as they are presented in the media and understand that we react emotionally to some advertisements

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#### Lesson Objective

The children should be able to recognise a range of emotions as they are presented in the media and understand that we react emotionally to some advertisements.

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#### Learning Outcome

Describe what the basic emotions (happy, sad, angry, bored, surprised, scared) might 'look' like. Relate facial expressions in others to an emotion. Identify a range of emotions as they are presented visually in the media – books, magazines, and websites and understand that we react emotionally to some advertisements.

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#### Teacher's Notes

Our emotions are part of who we are and we can feel lots of different emotions throughout the day. The media use emotions all the time, so we can relate to what we're seeing, watching, hearing.

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#### Resources

- *What is the Emotion?* interactive activity
- Activity 3.1
- *The Message and Emotion Behind the Media* video

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#### Methodology

- Talk and discussion: Feelings
  - Active learning: Name the Feeling; *What is the Emotion?* interactive activity
  - Collaborative learning: Name the Feeling
  - Skills through content: Feelings Activity
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### Procedure

#### Step 1: Feelings

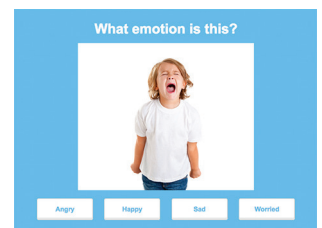
- Ask the children if they can name any emotions that they feel?

*The children may suggest happy, sad, worried, angry, bored, interested, surprised, scared.*

- Ask the children when would they feel happy, sad, worried, angry, bored, interested, surprised, scared?
- Ask the children what would the expression on their face look like if they felt happy, sad, worried, angry, bored, interested, surprised, scared?
- The teacher could model the expression on their face if they felt happy, sad, worried, angry, bored, interested, surprised, scared?
- Encourage the children to show one another their different facial expressions.
- Going around the class ask each student to make a face or action of an emotion – happy, sad, worried, angry, bored, interested, surprised, scared, and the other children guess what emotion they are showing.
- Then in pairs or groups, ask the children to make a face or action of an emotion and ask their partners to guess what emotion it is.

#### Step 2: What is the Emotion? Interactive Activity

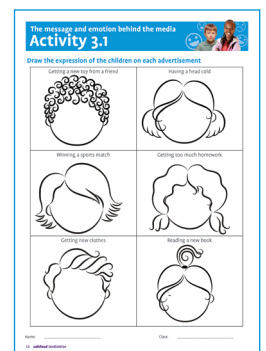
- Explain to the children that they can try an interactive activity to guess the different emotions of some children.
- Open the *What is the Emotion?* interactive activity from the MediaWise website, [www.MediaWise.ie](http://www.MediaWise.ie), which focuses on the emotions happy, sad, angry and worried.
- Allow the children to guess what emotion each child is expressing on their face.
- Ask them to guess why these children may be feeling such emotions.
- Allow the children to mimic the emotions they see on the screen, and to explain when they have felt these emotions.
- Ask the children if they felt any emotions watching the advertisements.
- Explain that advertisements are designed so that we react emotionally to them.



Interactive Activity

#### Step 3: Feelings Activity

- Explain to the children that the media use emotions all the time, so we can relate to what we're seeing, watching, hearing.
- Ask the children what expression or emotion would they associate with the following:
  - Getting a new toy from a friend
  - Having a head cold
  - Winning a sports match
  - Getting too much homework
  - Getting new clothes
  - Reading a new book.
- Explain to the children that on Activity 3.1 they will have to draw the expression of the children on the advertisement.
- Remind the children that advertisers use emotions to help us relate to the product they are trying to sell.
- 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 emotions.



Activity 3.1

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### Procedure continued

#### Step 4: *The Message and Emotion Behind the Media* Video

- Tell the children that they are going to watch a short video about feelings and the media.
- Play *The Message and Emotion behind the Media* video from the MediaWise website, [www.MediaWise.ie](http://www.MediaWise.ie)
- Pause the video and ask the children if they have seen anything that advertisers might use to make them feel an emotion in relation to a product.
- The children might suggest:
  - Logos and brand name
  - Visuals including images and colours
  - Language / words
  - Characters and animals
  - Sound and music
  - Celebrities
  - Special offers such as free gifts, money off , Buy one get one free, supersize, 50% extra or movie tie ins.
- After the video ask the children if they saw or heard any new information.
- Explain to the children that they will continue to learn about feelings and the media, but in the mean time they should keep an eye and ear out for any media messages that they see and hear, and to think how they make them feel.
- Remind the children that advertisements are designed so that we react emotionally to them.



Video