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Dear Parents/Guardians,

Over the last eight lessons, your child has taken part in MediaWise - A Media Literacy Programme for Primary Schools developed by **safefood**.

Your child has learned lots about the media and advertising, including:

- To recognise and name different types of media
- To describe what advertising is
- To identify the basic emotions we feel (happy, sad, angry, bored, surprised, scared)
- To understand the difference between needing something and wanting it
- To describe and share why they like a particular television programme
- To understand that the interests of all children are different and that the media makes assumptions about what girls or boys like based on their gender alone
- To understand that persuasion means to talk someone into doing or thinking something
- To understand that advertisements can be set in the real or an imaginary world or a mixture of both
- To recognise that children may like advertisements that are set in an imaginary world.

The aim of the programme is to make children more aware of the influence of the media and advertising, and to encourage them to make MediaWise decisions in the future.

Please discuss the media and advertising with your child, and should you have any questions please look at the MediaWise website at www.MediaWise.ie or contact the school.

Thank you,
Kind regards

Class Teacher