

# Year 8: Media Unit

# Big Questions

Note down your initial thoughts to these questions.

1. What is media?
2. How dangerous can the media be?
3. Does the media control our views/  
thoughts?

## Lesson 1:

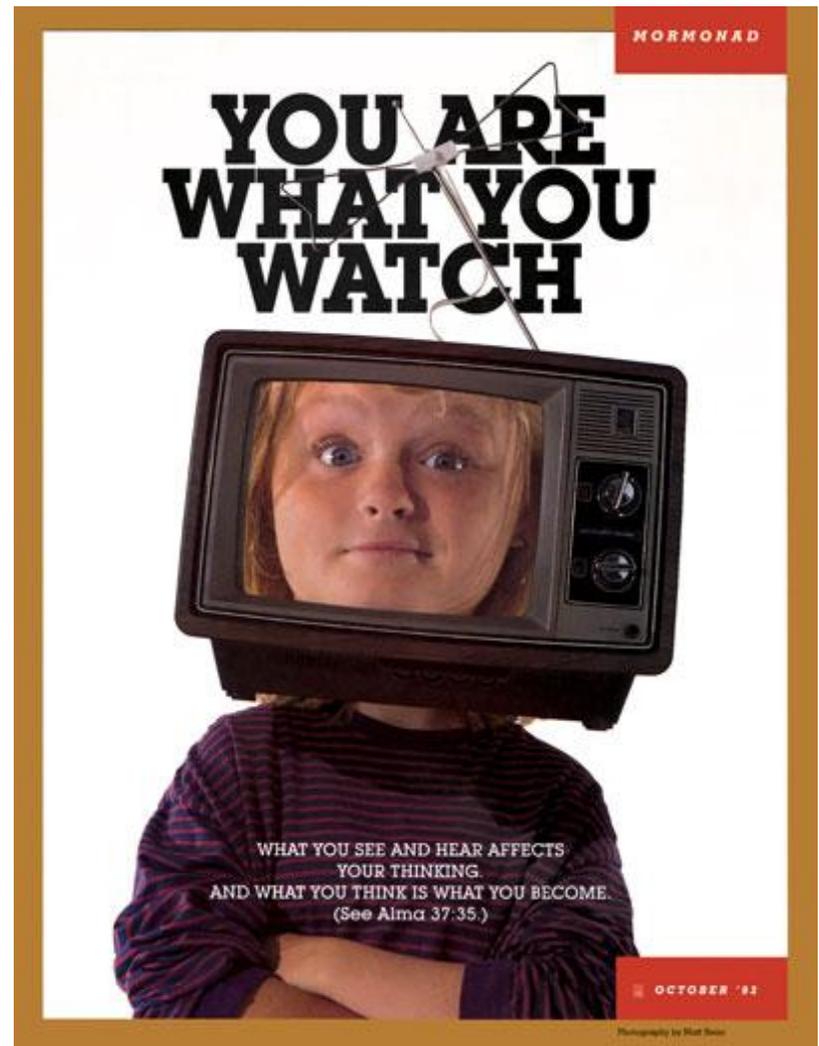
### Aim:

To be able to understand what the term 'media' means.

In this lesson you will be expected to read an infographic text and locate the answers. Once you have completed the questions, self assess your work using the answers on final slide.

## Literacy Starter:

The caption on the top of this advert is 'You are what you watch'. What do you think it means and how far do you agree with the statement? Explain your answer.



**YOU ARE  
WHAT YOU  
WATCH**

WHAT YOU SEE AND HEAR AFFECTS  
YOUR THINKING.  
AND WHAT YOU THINK IS WHAT YOU BECOME.  
(See Alma 37:35.)

**NORMAN**

**OCTOBER '82**

Photography by Matt Stone

# Task 1:

## What is Media?

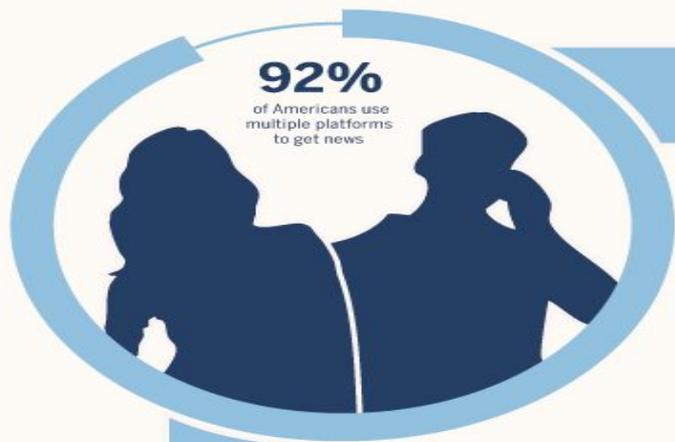
Make a list of the different types of media platform. One has been done for you.

1. Television



# WHO IS THE MODERN MEDIA CONSUMER?

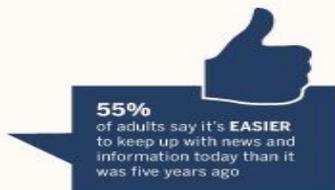
ON A TYPICAL DAY...



of Americans get news from **4-6 MEDIA PLATFORMS**



of Americans get news from **A SINGLE MEDIA PLATFORM**



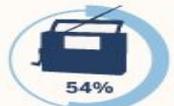
**WATCH THE NEWS**  
on a local TV station



**WATCH THE NEWS**  
on a national TV station  
(CBS, CNN, FoxNews)



**READ THE NEWS**  
online



**LISTEN TO THE NEWS**  
on a radio station  
at home or in the car



**READ THE NEWS**  
in a local newspaper



**READ THE NEWS**  
on their cell phones



**READ THE NEWS**  
in a national newspaper  
(New York Times,  
USA Today)

## Task 2: Complete the following questions

1. What percentage of Americans use multiple platforms to get news?
2. What is the difference in the amount of people who watch the news to the amount of people who read the news in a newspaper?
3. What is the benefit of watching the local news broadcast?
4. Why do you think more people choose to watch the news than read about it?
5. According to the infographic, 46% of Americans use between 4-6 different media platforms to get their news. What is the problem with this?

## Answers:

1. What percentage of Americans use multiple platforms to get news? 92%
2. What is the difference in the amount of people who watch the news to the amount of people who read the news in a newspaper? 28%
3. What is the benefit of watching the local news broadcast?
4. Why do you think more people choose to watch the news than read about it? Your teacher will review your response to this question.
5. According to the infographic, 46% of Americans use between 4-6 different media platforms to get their news. What is the problem with this? Your teacher will review your response to this

## Lesson 2:

Aim: to be able to identify which sources are reliable in media.

In this lesson, you be will asked to consider the difference between 'real' and 'fake' news.

# Literacy Starter

1. How many students do not know the difference between fake and real news on facebook?
2. In your own words, try to explain your understanding of 'real' and 'fake' news.

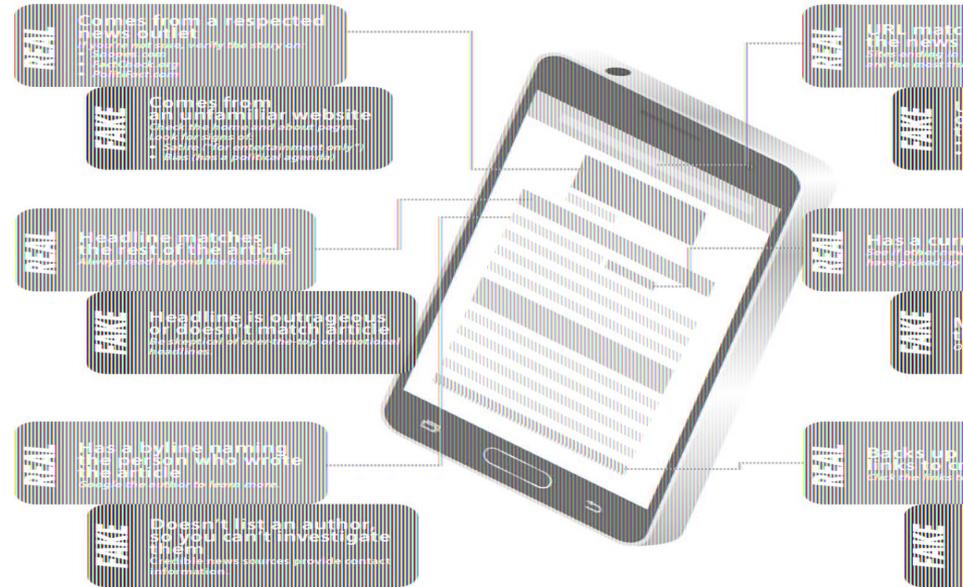
Today's news:

# REAL or FAKE?

80%  
3 in 4  
Fewer than  
1 in 3

Students who meet the ISTE Standards for Students are able to critically select, evaluate and use resources. That means understanding the difference between real & fake news.

Here's how to tell them apart:



Help your students gain media literacy skills with resources from the ISTE Blog.

- Go to [iste.org/subscribe](http://iste.org/subscribe) to get the latest articles delivered to your inbox.
- Dive into the ISTE Standards for Students at [iste.org/StandardsForStudents](http://iste.org/StandardsForStudents)

# Who do you trust?

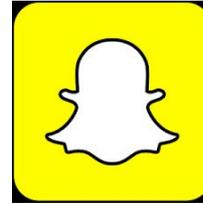
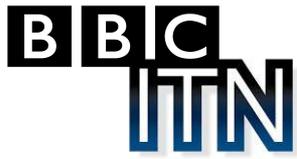
- Best friend
- Parent
- Teacher

Why do you trust them?

## Task 1:

Choose between 6 and 10 of the organisations/people on the next slide and put them in order of who you trust the most and the least.

If your stuck you can research some of them!



Watch this clip and consider whether all news broadcast  
is accurate



## Main Task:

Create an individual infographic of the different media platforms you use and rank them in order of how reliable and trustworthy you feel they are. Where possible, try to explain why you believe the media platforms you use are trustworthy.

### **Example:**



BBC news is a factual media platform that I access for up-to-date news; it is reliable and trustworthy as the stories are verified by a team of editors.

## Lesson 3:

Aim: To analyse a TV advert and the influence it has on you as the consumer.

In this lesson you will be expected to watch an advert and consider how persuasive it is. You will need to think about the techniques used to encourage you to go and buy a McDonald's. DAFOREST

## Literacy Starter

Write down as many **adjectives** that come to mind as you watch this video.



How does this advert persuade you to eat at McDonald's?

You might need to watch the advert more than once.



Consider the following:

- How the advert uses humour to sell its burger
- Who the advert is aimed at (think about the characters)
- The visual representation of the burger

## Main Task:

How does the advert persuade you to eat at McDonald's?

## Exemplar Paragraph:

The advert includes a 'flashback' scene which has a billboard reading 'McDonald's introduces Big Mac'. As Big Macs are still on the McDonald's menu years after their introduction, audiences may be persuaded to eat the burger as it has been popular enough to stand the test of time.



## Lesson 4:

Aim: To consider how the media can influence young people.

In this lesson you will be expected to read a range of texts and evaluate your own ideas against those presented in magazines.

# Starter:

Match the words to their correct meanings.

Consumer	To persuade you to buy
Infer	Customer
Techniques for advertisement	When you are being coerced to think a certain way without you realising it is being done
Subliminal advertising	To conclude something from evidence
Purpose for advertising	Humour and exaggeration

# Answers:

Match the words to their correct meanings.

Consumer	To persuade you to buy
Infer	Customer
Techniques for advertisement	When you are being coerced to think a certain way without you realising it is being done
Subliminal advertising	To conclude something from evidence
Purpose for advertising	Humour and exaggeration

# Proof reading

Can you locate 5 errors in the text.

Advertising particularly for fashion and cosmetics, has powerful effect on how we see ourselves and how we think we should look Women's magazines in particular have a tremendous influence on body image, with researchers reporting that teenage girls rely heavily on them for information on beauty and fashion, valuing their advice nearly as highly as that of their peers.

# Starter answers:

Advertising, particularly for fashion and cosmetics, has a powerful effect on how we see ourselves and how we think we should look. Women's magazines in particular have a tremendous influence on body image, with researchers reporting that teenage girls rely heavily on them for information on beauty and fashion, valuing their advice nearly as highly as that of their peers.

# Do you think magazines influence society's ideas about body image?

## Task Development:

1. Read the two texts on the next two slides (Text A & Text B).
2. As you read each text, consider how the articles try to influence your ideas about body image. Consider the language used in both articles.
3. It might be helpful to make bullet points of key information as you read each text.
4. Once you have made some notes, use the success criteria to help formulate a response to the question. Use quotes where possible.

## Success Criteria

- ★ 3 paragraphs in total.
- ★ 1 paragraph on Text A
- ★ 1 paragraph on Text B
- ★ Your own opinion

# Text A

Advertising, particularly for fashion and cosmetics, has a powerful effect on how we see ourselves and how we think we should look. Women's magazines in particular have a tremendous influence on body image, with researchers reporting that teenage girls rely heavily on them for information on beauty and fashion, valuing their advice nearly as highly as that of their peers.

Why is there such pressure to make models increasingly thinner, to the point of erasing whole body parts? Simply put, advertisers believe that thin models sell products. For almost a century, advertisers have appealed to – or contributed to – women's insecurities in hopes of selling them the solution. In fact, advertising is so strongly associated with creating insecurities that when women are shown images of products such as shoes, perfume or deodorant in the context of fictional ads, they are more likely to answer negatively to questions such as “How attractive do you find yourself?” or “How satisfied are you with your body?” than if they saw the same photos in a neutral context.

# Text B

How can media affect a child's body?

Today's children and teens are surrounded by media images and messages portraying idealized body types, subsequently, it is important to understand the relationship between children's media use and how they feel about their looks. Many magazines, websites, movies, music videos, TV shows and other media portray ideal male and female bodies that are often cosmetically altered and/or unattainable for the majority of the population. Research shows that media exposure can affect how children perceive their bodies and that these perceptions can affect their physical, emotional, and mental health.

"Teen" magazines such as *Teen Vogue*, and *Seventeen* often contain articles about how to look "slim" and "attractive" Research has found that heavy readers of these magazines are twice as likely to engage in unhealthy weight control behaviors.

Advertising is perhaps the most powerful medium for presenting unrealistic body types. Advertisers attract attention for their products by showcasing them with thin women and muscular men. With advanced techniques for retouching photographs, models' bodies are often "improved" by computers, giving viewers an unrealistic sense of what bodies look like

# Task:

**DO YOU THINK MAGAZINES INFLUENCE SOCIETY'S IDEAS ABOUT BODY IMAGE?**

Firstly, I personally believe that magazines have a negative influence on society's ideas about body image. In particular, I feel as though young people are most susceptible to being coerced into believing that the body types that celebrities they see in magazines have, are the body types in which young people too, should strive to having. In particular, magazines which show celebrity weight loss endorse this idea, and often have weight loss drinks as advertisements. This subliminal advertising plays on the readers insecurities about looking like the celebrities they are reading about.

## Success Criteria

- ★ 3 paragraphs in total.
- ★ 1 paragraph on Text A
- ★ 1 paragraph on Text B
- ★ Your own opinion

## Connectives

- Firstly,
- In addition to this
- Furthermore,
- Finally,

# Task:

DO YOU THINK MAGAZINES INFLUENCE SOCIETY'S IDEAS ABOUT BODY IMAGE?

10:00

## Success Criteria

- ★ 3 paragraphs
- ★ Evidence from text A, B and C to support your argument
- ★ Use connectives

## Connectives

- Firstly,
- In addition to this
- Furthermore,
- Finally,

Reflection: have your views to the big questions altered in any way?

1. What is media?
2. How dangerous can the media be?
3. Does the media control our views/ thoughts?