

Media Influences

8 lessons taught in Year 8

Training requirement: 1 day

These lessons encourage students to think more deeply about the influence of media messages and understand the techniques of persuasion and manipulation in the media. Students explore and analyse the construction of gender types and the influence they have on societal expectations around body image and a sense of self. They are encouraged to consider how the media influences the decisions they make about their own health by analysing media messages on the topics of nutrition, food marketing, body image and addiction. The students create and present their counter advertisements (messages that talk back to the original ad's message). These may be presented around the school to engage other students.

Lesson One

Introducing Media Literacy and the Language of Persuasion

Lesson Two

Media and Gender Constructions

Lesson Three

Media and Body Image

Lesson Four

Media, Health and Food Marketing

Lesson Five

Media, Health and the Marketing of Addiction

Lesson Six

Media and Decision Making

Lesson Seven

Creating Counter Advertisements

Lesson Eight

Presenting Counter Advertisements

Good to Know

This element was developed for Healthy Minds by the Media Literacy Project in partnership with Bounce Forward. The Media Literacy Project was a not-for-profit organisation dedicated to improving Media Literacy with over 20 years' experience.

Media Influences has been specifically designed for UK students and includes relevant media examples that reflect their experience. Key to the approach is a constructive and positive attitude towards the media and the role of media in young people's lives. This enables students to really engage in a dialogue about the risks inherent in media and make their own decisions about how they are going to manage these risks in order to positively interact with the world