



Marketing issues and media influences

Date	School/Setting	
Class/group	Year group Mixed 8 / 9/ 10	Key stage 3 / 4
Lesson title Marketing issues and media influences.		
Intended learning outcomes (Linked plans) Pupils will <ul style="list-style-type: none"> • Explore the influence the media has on the decisions Y.P. make. • Look at how the tobacco industry uses various media forms to influence and recruit Y.P. Inc packaging, advertising, point of sale displays and social networking sites. • Other tobacco industry tactics. 		
Previous learning Describe any previous learning needed in this area. <ul style="list-style-type: none"> • Understanding of confidentiality and group agreement • Awareness of health, social and financial implications of being a smoker. • Understanding of environmental issues relating to tobacco 		
Introduction . Recap on the group agreement. Is it still relevant? Stand up. There are three points in the room. Always, Sometimes, Never. Ask students to move to the points if they have watched these television programmes. Big Brother, Strictly come dancing, Teletubbies, Geordie shore, News at ten. After each programme ask a selection of students what influences their choices. Fashion? Time? Other family members? Personal interest? Friends? Where do we get our values from? Write down a few key words on a board or paper, it is usually family, friends, media, school, community.		
Activities In pairs, look through popular magazines and cut out bits of people. Stick the bits on an outline of a person to man either the perfect woman or the perfect man. What kind of hair? Teeth? Figure? Skin? Clothes? Do the people in the magazines match up to this ideal? Does anyone in our group? Why is it such a false representation of the truth? Media is communication and by portraying something so far from the truth we can never hope to achieve it and so will keep buying magazines to help us in our quest for what we want – impossible ideals. The media influences our opinions and what we perceive as fashionable or desirable. Look at he various tobacco packaging. Who are they aimed at? What are they saying to you? Board meeting – the group is the managing board of a multi national tobacco company.		

They are not allowed to advertise in the media. Who are they going to target? How are they going to do it? Write on post it notes and place comments under the headings Who? Why? Where? and How?

Plenary.

Big brother chair – My name is ...and relating to today's session, I think...because...

Assessment

Teacher - Participation and contribution to discussions and activities.

Self - Big brother activity

Peer - Feedback from group or paired work

Evaluation

Has there been an attitudinal shift? Did the final activity show evidence of this weeks learning outcomes?

