



*Department of Teaching and Learning*

**Family Life Education**

**GRADE 2 Lesson 3**

**TIME:** 45 minutes

**LESSON FOCUS:** Media influences and how they affect mental health issues such as self-esteem.

**STATE STANDARD:**

2.8 The student will be conscious of how commercials use our emotions to make us want products.

**Descriptive Statement:** Children are introduced to the concept of media influences, which is developed further at higher grade levels. The students are given examples of techniques used by the media to create excitement and a desire to purchase products. Students will begin to understand how the media affects mental health issues such as self- esteem or body image.

**LEARNING TARGET:**

I can recognize how commercials influence me.

**KEY TERMS:**

- Media

**MATERIALS NEEDED:**

1. Large Post-it Notes
2. Cereal ppt. slide
3. Blank sheet of paper
4. **3-2-1 Handout**
5. Cereal Commercial- <https://www.youtube.com/watch?v=KTkfZMsCyHY>
6. Media – Smart Youth: *What are Media?*- <https://www.youtube.com/watch?v=-6cxUEeSpF4>

**ENGAGE AND EXPLAIN:**

Brainstorm: Teacher will ask students to write down different types of media. How do commercials try to persuade us to buy things or change the way in which we view ourselves?

Show the video and have students add to their list of media

1. Media – Smart Youth: *What are Media?*

<https://www.youtube.com/watch?v=-6cxUEeSpF4>

## ACTIVE LEARNING:

**Think/Pair/Share** – If you do not know this strategy, please refer to the strategies used for the lesson at the bottom of the lesson plan. Students will count off in fours and be directed to go and share their list of media that influenced them in the video, as well as what they came up with during their brainstorming activity.

1. **Gallery Walk:** Post 4 posters around room with the following titles (one title for each poster):
  - Social Media (1)
  - Commercials (2)
  - Advertisement Signs (3)
  - Other (4)
2. Select a leader for each group. The groups should begin at the poster that corresponds to their group number and rotate clockwise around the posters, recording from their lists what belongs in each of the four categories. If they have something on their list that they wish to record but another group has already recorded it, they may simply place a tally mark next to that item.

## REFLECTION:

- Have students watch the cereal commercial (<https://www.youtube.com/watch?v=KTkfZMsCyHY>) and decide individually whether the purpose is to Persuade, Inform, or Entertain (P.I.E.). Students should be able to explain why they chose what they chose. Following their individual responses, the teacher should ask students to share-out their conclusion and rationale in a whole group discussion.

NOTE TO TEACHER: The purpose of this video is to PERSUADE—during discussion, point students to characteristics, such as making you strong, the children wearing medals (implying you will be a winner), and the emphasis on nutrition. Then, at the end of the discussion, show students the nutritional information for Lucky Charms (see PPT slide) and ask them to notice the second ingredient...sugar. Ask students, was the ad completely true? Looking at the nutritional content, what was true?

- Remind students that commercials can make us want to react to their product in different ways. Commercials affect our self- esteem.

## LESSON CLOSURE:

3 - 2 - 1 (strategy)

## INSTRUCTIONAL STRATEGIES:

### **Gallery Walk (strategy):**

Students rotate through a series of posters and add information after reading what others have written.

### **Think/Write/Pair/Share (strategy):**

1. In response to a teacher prompt or question, students THINK,
2. Then write a response,
3. Share ideas with someone next to them.

### **3 - 2 - 1 (strategy):**

Students summarize some key ideas, rethink them in order to focus on a connection to their lives, and then pose a question that can reveal where their understanding is still uncertain.

**Grade:** 2 Lesson 3

Name \_\_\_\_\_

*3-2-1*

*3 New Things You Learned Today:*

1.

2.

3.

*2 Things that Connected To You in This Lesson:*

1.

2.

*1 Question You Have About Anything in This Lesson:*

1.