

Lesson Plan: Youth & Media

Part One: What is the Media?



As a presenter I know first-hand the power and influence the media has, especially in the portrayal of young people. This Youth and Media lesson plan gives students ideas on how to be represented in a more positive way in the local media. By getting involved in CSV Make a Difference Day, young people can challenge negative stereotypes by showing they can have a positive impact in the community.

Richard Bacon, broadcaster

Aim

- To explore what the media is and the influence it has over people.

Objectives

- To consider the purpose of the media by discussing how it influences individuals
- To work in groups sharing ideas
- To conduct internet based research into roles and jobs in the media.

CSV Make a Difference Day 2011

Don't forget to register your chosen project with the CSV team, and we can send you a free Action Pack with T shirts, certificates, balloons, stickers and posters!

Just go to www.csv.org.uk/difference or call 0800 284533.

Suggested Teaching Method

1. What is the media?

In small groups or pairs ask students to think of examples of what is meant by the term 'media'. Examples could include newspapers, magazines, TV, internet etc. Create a spider diagram showing all the types of media that students think of. For each type of media they have selected, they should list what each one consists of. For example, TV might consist of TV shows, films, documentaries, news etc. They should also consider who is more likely to use this type of media.

Each group should share their ideas with the rest of the class. Different groups should focus on a different aspect of the media. For example TV, newspapers, the internet. The rest of the class can add to the ideas listed.

2. What is the purpose of the media?

Looking at the ideas, ask students what they think the purpose of the media is. Why is it considered so important? In small groups they should discuss the following questions. "What effect does the media have on..."

- What we wear?
- What we eat?
- What we think about global events?
- What we do in our spare time?

Groups should think of / find examples to illustrate their answers. A selection of newspapers, magazines and access to the internet should be available. The groups should then share their thoughts with the rest of the class. Ask them why it is thought that the media is very powerful.

3. How can we define the media?

Ask students to try and come up with a definition of what the media is and how it influences us. Agree a definition and compare it to a dictionary definition to see if their research and thoughts have brought them to the same conclusion.

4. How can we use the media to help us promote a cause?

Split the class into small groups and explain to the students that they have been asked to promote a new toy for boys and girls aged 8-11. They need to select where they will put their advertisement and give reasons for their choice (for example, if on the television – then during which time slot or programme; if in a magazine – then what type of magazine). They can only choose one. They should also explain why they have decided against the other forms of media. They should present their ideas to other small groups and assess together whether they think the advertisements will work and why.

5. What kind of roles exist in the media?

Brainstorm all the types of jobs and roles in the media. Individually or in small groups, select one job and research the role using the internet. Create a profile explaining what the job is, what it involves and how someone can get into that job. They should then consider whether there are many media volunteering opportunities available which could help in securing future work in the media industry. Use media volunteers case studies and stories to help.

Volunteering Ideas

Put learning into practice for your school's CSV Make a difference Day activity. To learn more about the media why not try these activities:

- Start up a School newspaper or radio station. A class can have an editor, sub editors, reporters, illustrators and photographers!
- Create a student website with pupils blogs, photography competitions, sports reports and reviews of school plays.

Lesson Plan: Youth & Media

Part Two: Youth in the Media



As a presenter I know first-hand the power and influence the media has, especially in the portrayal of young people. This Youth and Media lesson plan gives students ideas on how to be represented in a more positive way in the local media. By getting involved in CSV Make a Difference Day, young people can challenge negative stereotypes by showing they can have a positive impact in the community.

Richard Bacon, broadcaster

Aim

- To explore how young people are portrayed by the media.

Objectives

- To analyse newspaper articles, images and headlines.
- To consider whether young people are accurately portrayed in the media

CSV Make a Difference Day 2011

Don't forget to register your chosen project with the CSV team, and we can send you a free Action Pack with T shirts, certificates, balloons, stickers and posters!

Just go to www.csv.org.uk/difference or call 0800 284533.

Suggested Teaching Method

1. What are young people like?

Ask the class to brainstorm what they think older people think of young people. Why might older people have the image described of young people?

2. How are young people portrayed in the media?

Look through a selection of newspapers – local, national, spreadsheets and tabloids – find images, headlines and stories that give a positive impression of young people. Cut out the stories / images / headlines and share with the rest of the class. What kind of themes do the stories cover? Are the stories covered interesting and attention grabbing? They can also watch the news / soaps / look at internet news coverage.

Repeat this process but for negative stories / images and headlines. What impression might someone get of British youth from reading or looking through newspapers? Do they think that the image created in the media is an accurate one?

3. Why is there a negative portrayal of young people?

Display the following quote: “**71% of articles written about young people were negative, 14% were positive**” (MORI). This describes the percentage of newspaper articles across a day. Why are there not more positive stories in the press about young people? Count up the number of positive and negative images / stories from one day overall. Why are negative stories more popular?

4. How do negative new stories and images in the media affect young people?

Ask the class how they think negative stories affect young people. Could they affect their behaviour? In what way might it affect the ways in which young people behave towards:

- Each other?
- Adults?

Do negative stories create negative attitudes from young people? How might young people feel about the way they are portrayed? Is it accurate? Who might have the most negative image of young people and why?

5. What positive activities do young people take part in?

Ask the class how they think young people can be seen and involved in taking positive action in their schools and communities. Brainstorm activities already happening in school and the community where young people help others or have made or are making changes. Students should conduct some research into projects and activities whereby young people are doing positive things in their communities. Choose one story / activity and present it back to the whole class in the style of a news report or as a case study.

6. How can we create a positive image of youth in our local area?

Ask students to think about how a more positive image of young people could be created in the local community. What could young people do? In groups, students should come up with an idea that will involve young people from school and members of the local community. They should think about what image they want to get across, who they want to take part in the activity, how they will get publicity and what publicity is wanted. They will also need to consider where the activity will take place and what the aims and focus will be. The groups should put together a presentation. The rest of the class should vote on one or two ideas that they would like to take forward. Subsequent lessons or meetings could focus on planning the activity.

Volunteering Project Challenge!

How could you encourage young people to volunteer or give their time in their local community in order to improve the image portrayed in the media? Look for interesting and exciting examples of volunteering that show young people making a real difference.

Volunteering Ideas

- Write regular updates about positive activities involving young people for local newspapers
- Start a newspaper / magazine focusing and showcasing news about young people in school and the local area which is distributed to local residents
- Organise an intergenerational project. Invite older people to share their skills and experiences with younger people and vice versa. Could be a mentoring project or simply a social project.