

# THE MEDIA: SMALL GROUP ACTIVITIES AND DISCUSSION

## **Group Activity (5 Minutes)**

Ask the students to recite slogans from their favorite TV ads. Prompt them especially in areas of products they consume, such as clothing (i.e. athletic shoes, jeans, perfume, beer, soft drinks, fast food restaurants). For example: "We love to see you smile," "The ultimate driving machine," "Got Milk?" Once the students complete the ad slogans, write the product names of each on the board. This will bring awareness to students of the effectiveness of advertising.

## **SHOW THE VIDEO (16 Minutes)**

### **Small Group Questions (10 Minutes - 5 per group, assign 3 or 4 questions)**

1. Which TV shows do you watch that could influence your thinking?
2. Which clothes do you own that have advertising campaigns and what do you like about their commercials?
3. How is the influence of advertising similar to popular music's lyrics?
4. What negative messages can you think of in the lyrics of popular music?
5. How is the TV message about dating and sex different than what you think about dating and sex?
6. How can music lyrics or TV affect your opinions about sex, your family, the government, school, religion, and authority figures in your life? Give examples.
7. How many total hours per day do you spend watching TV, playing video games, or listening to music?
8. What activities could you plan instead of watching TV on a given night?
9. How much TV, video games, or music should a teenager or young person be involved in each day?
10. Why should you limit what you watch and listen to?

## **Group Activity (10 Minutes)**

Compare the answers to #7. Then, choose one area you'd like to tackle: TV or Music. For TV, review #5, then #6, and finally #8. For music, discuss #3, #6, and #10. TV and movies are censored and rated, but pop music rarely is, even though the message is often more overt and sometimes blatantly offensive.

# THE MEDIA: WRAP-UP

## **TV, MOVIES, MUSIC LYRICS AND MAGAZINES ALL IMPACT YOUR ATTITUDE AND YOUR PERCEPTION OF REALITY.**

- Watching hours of bad news on TV can give you a false impression that everything in the world is negative and bad.
- Movie characters rarely depict real life. For instance, young people having sex on the first date gives you the impression that it is normal, even though it isn't.
- Listening to popular music that advocates sex or partying, or tells you that parents or school are bad will shape your attitudes in those areas.
- Magazines filled with gossip and lots of advertising with "perfect figure" models gives you a false image of how you are supposed to look and act.

## **WATCH OUT FOR THE LIES IN ADVERTISING.**

- Advertisers spend millions dollars just to get their ad shown during the Superbowl broadcast, trying to manipulate your mind so you will buy their product!
- Drinking the right beer or wearing the right pair of jeans will not make you more attractive to the opposite sex. No product can make you a better person.
- Advertising models or actors may look "pretty" but that's not always reality.

## **WATCH OUT FOR THE LIES IN TV AND MOVIES.**

- Violence is not glamorous or cool, and not everyone has sex on the first date.
- Happiness is not determined by the car you drive or the things you own.

## **WATCH OUT FOR THE LIES IN MUSIC AND LYRICS.**

- Avoid music that advocates drugs, alcohol, violence, suicide, and other damaging behavior.

## **BE SELECTIVE AND DON'T FILL YOUR MIND WITH JUNK.**

- Don't allow those messages to control you. Think for yourself, and make decisions based on your values, not on what the Media is telling you. Choose to watch and listen to things that will help you become the person you want to be.

# HOMework: THE MEDIA

## **HOMework Project: The Lies of Advertising**

**Choose one of the following: TV, magazines, or billboards. You will be gathering examples of ads. For TV, tape segments of 30 different ads. For magazines, clip out and make a collage of 30 ads, and for billboards, take pictures of at least 15 billboards. Look for ads that are specifically "liars" about life. Find and collect your ads, then answer the following questions:**

1. Describe each ad on a separate page. List the product and the ad slogan.
2. Who was this ad trying to reach? (i.e. age group, gender, etc.)
3. What lie do you think this ad was telling? (i.e. beautiful people drink this brand of beer, etc.)
4. What is this ad not telling you? (i.e. Bad for your health, alcoholism)
5. Make or describe your own version of this ad that would tell the truth.
6. Summarize all of your findings with an analysis of what the ads are doing to the world you live in. Are they helping it or hurting it, and why? What should be done about them? What can you do in your school to make others aware of what you have found?

## **HOMework Project: Unreal Ideas in Movies, TV, or Music**

**Each of the following can portray false ideas: song lyrics, scenes, or characters. Choose one, and gather at least five examples that give false ideas in the areas of: relationships, violence, women, religion, family, or any other area you define. Compile your examples of music on a single cassette tape; compile TV or movies on a single video tape. (You can rent movies and copy the sections you want to critique.) Then analyze your findings:**

1. Use a separate sheet paper for each example, identifying the name of the song, movie, or TV show.
2. Describe the scene or write out the lyrics that give the false or unreal ideas. What is the false idea? How does it compare with reality?
3. What negative impact could this message have on the audience?
4. Suggest how the area you studied might be more realistic. Design a plan to make your school and friends aware of the unreal messages of the Media. What changes do you need to make in your listening and viewing habits?