

Physical health and wellbeing

Summer 2



Year 5

In the media

Lesson Outlines

Discussion Questions

Why kind of messages have you seen that could be misleading on adverts?

Why do we have to be careful when thinking about role models?

*What types of images may the media manipulate?
Why might they do this?*

Reading Materials

Girls under pressure, Jacqueline Wilson

- *The wizard and the ugly book of shame, Pablo Bernasconi*

LESSON ONE

Pupils learn that messages given on food adverts can be misleading

Pupils • know that food and drink adverts can use misleading marketing messages in order to make a product seem more healthy for consumers • are able to compare the health benefits of a food or drink product in comparison with an advertising campaign • identify advertising as one influence on people's choices about food and drink

LESSON TWO

Pupils learn about role models

Pupils • are able to analyse how the media portray celebrities • recognise that celebrities can be presented as role models and that they may be a good or not-so-good role model for young people • can explain why we need to be cautious about things we see, hear or read about in the media

LESSON THREE

Pupils learn about how the media can manipulate images and that these images may not reflect reality

Pupils • understand that images can be changed or manipulated by the media and how this can differ from reality • can describe how the media portrayal might affect people's feelings about themselves • accept and respect that people have bodies that are different