Lesson Objectives:
After this lesson students will be able to:
- Define media.
- Define advertising.
- List three types of media.
- Evaluate a commercial and state what they are trying to sell, who they are targeting, how they are trying to sell it and how it could effect you.

Link to Standard: A student shall demonstrate an understanding of the decision-making processes and community health practices that promote healthful nutrition and dietary practices, and physical fitness, and that reduce and prevent tobacco use, drug and alcohol use, intentional and unintentional injuries, HIV, sexually transmitted disease, and unintentional pregnancies.

Prior Knowledge:
- Lesson one is required in order to understand what will happen in this lecture.

Review/ Bridging Statement/Anticipatory Set:
- Hello everyone, if you all remember we started our first day of the unit of mental and emotional health. Today we will continue to focus on other reasons Americans are not emotionally healthy. There are some fun activities planed for today. I think you will like them. Now without any further wait let us begin.

Chronology of Lesson

<table>
<thead>
<tr>
<th>Time</th>
<th>Description</th>
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<tbody>
<tr>
<td>0-3 min</td>
<td>Roll Call</td>
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<tr>
<td>3-5 min</td>
<td>Bridging Statement</td>
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<tr>
<td>5-</td>
<td>Content Covered (Refer to Scope and Sequence)</td>
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<td></td>
<td>I. Other Reasons Americans are not Emotionally Healthy (Overhead)</td>
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<td>A. Media</td>
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<td>1. Media and Advertising</td>
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<tr>
<td></td>
<td>a. Define Media</td>
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<td>b. Define Advertising</td>
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<td>1) Types of Media</td>
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<td>c. Effects of Mental and Emotional Health</td>
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<td>1) Body Image</td>
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<td>2) Consumer Choices</td>
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<td>a) Stats…</td>
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</tbody>
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### Purpose of Media and Advertisement

**e. Media Literacy**

1) Define

**f. Questions we should ask ourselves to become more medial literate.**

1) What are they trying to sell?
2) Who are they trying to sell it to?
3) How are they trying to sell it?
4) How could this affect me?

### B. Activity (Attached)

#### Closure

- Review Key Points
  - Definition of media and advertising.
  - List 3 types of media.
  - Discuss how evaluating advertising could help you in life.

Today we learned information about how the media can affect our mental and emotional health. We also learned ways to question and be aware of how they could affect us.

### Assessment of Objectives

- Students will complete the activity and be able to evaluate advertising and how it affects us everyday.
- Through the review of the lesson will complete the objectives listed above.

### Materials

- Lecture material
  - Scope and Sequence
  - Activity plan
    - Video of Advertisements
    - T.V. and VCR
    - Worksheet
    - Paper and pencil
    - Magazines
Content Area: Mental and Emotional Health    Health Literacy: Media
Grade Level: 8th grade    Life Skill(s): Learn how to evaluate advertisements, so we are aware of how they could affect us.
Activity Title: Media and Us    Infusion: no    Inclusion: yes
Objective for the Activity: At the end of this activity, students will be able to evaluate an advertisement and know how to avoid the negative effects of them.

Materials Needed:
- Video of Advertisements
- T.V. and VCR
- Worksheet
- Paper and pencil
- 7 Magazines

Description and Directions for Activity    Time Allowed: 15 min.

Concept: Everyday we are exposed to the media and advertising. If we are unaware of what message they are trying to send it could have a negative influence on our mental and emotional health.

Activity Description:
- Students will receive a worksheet that will be filled out during the activity.
- Look at worksheet together and make sure that directions are clear.
- Stay in seats. Be able to see the T.V.

Television Advertising
- Show first commercial and then pause it and have them complete the worksheet.
- Show twice if time allows
- Discuss answers as a class.
- Show second commercial and then pause it and have them complete the worksheet questions.
- Discuss answers as a class. (They should get better the second time)

Magazine Advertising
- Pick a partner and a magazine.
- Find an advertisement and answer the questions on the worksheet.
- When everyone is completed, they will present their advertisement and answers to the class.

Follow-Up Questions
1. How difficult was this activity?
2. Did it get easier with practice?
3. What skills did you learn in this activity?
4. How could you use these skills in everyday life?
5. Why is it important to be health literate?

Note: Return and complete objectives.
II. Other Reasons Americans are not Emotionally Healthy

A. Media

1. Media and Advertisement
   a. “Media is various methods of communicating information” (Merki & Merki, 2004, 15).
   b. “Advertising is a written or spoken message designed to interest consumers in purchasing a product or service” (Merki & Merki, 2004, 49).
      1) Types of Media
         a) Radio
         b) Television
         c) Film
         d) Newspaper
         e) Magazines
         f) Books
         g) Internet

   c. Effect on Mental and Emotional Health
      1) Body Image (The Media’s Effect, Unknown, Online)
         a) How you picture yourself.
         b) How others perceive you.
      2) Can affect our consumer choices we make (Children, Health..., 2000, online).
         a) “Children are extremely valuable to the food market: kids influence an estimated 72% of family food and beverage purchases.”
         b) “Children ages 7 to 12 also spend $2.3 billion of their own money on snacks and beverages each year, while teenagers spend $13 billion at fast-food restaurants alone.”

   d. What is the purpose of Media and Advertisement (Hisgen, 1996)?
      1) Provides information and entertainment.
      2) To sell a product or service.
      3) Shape public opinion.
      4) Persuade consumers to purchase and use a certain product or service.

   e. We need to be Media Literate
      1) “Media Literacy is the ability to sift through and analyze the messages that inform, entertain and sell to us every day” (Tallim, 2005).

   f. Questions we should ask ourselves to become more media literate.
      1) What are they trying to sell (Hisgen, 1996)?
         a) Service
         b) Product
         c) Image
         d) Idea
      2) Who are they trying to sell it to (Hisgen, 1996)?
         a) Children
         b) Adults
         c) Athletes
         d) Musicians
      3) How are they trying to sell it (Merki & Merki, 2004)?
         a) Bandwagon: everyone is using it – you should too.
         b) Rich and Famous: It will make you feel rich and famous.
c) Free gifts: It’s too good a deal to pass up.
d) Great outdoors: If it’s associated with nature, it must be healthy.
e) Good times: The product will add fun to your life.
f) If worked for them, so it will work for you, too.

4) How could this affect me (Hisgen, 1996)?
   a) Cost
   b) Enjoyment
   c) Frustration
   d) Poor Health
MENTAL AND EMOTIONAL HEALTH
Media and Advertising’s Effects

DEFINITIONS
- “Media is various methods of communicating information”
- “Advertising is a written or spoken message designed to interest consumers in purchasing a product or service”

Types of Media
- Radio
- Television
- Film
- Newspaper
- Magazines
- Books
- Internet

Effects of Mental and Emotional Health
- Body Image
  - How you picture yourself.
  - How others perceive you.
  - Can affect our consumer choices we make.
    - “Children are extremely valuable to the food market: kids influence an estimated 72% of family food and beverage purchases.”
    - “Children ages 7 to 12 also spend $2.3 billion of their own money on snacks and beverages each year, while teenagers spend $13 billion at fast-food restaurants alone.”

Purpose of Media and Advertising
- Provides information and entertainment.
- To sell a product or service.
- Shape public opinion.
- Persuade consumers to purchase and use a certain product or service.

Media Literate
- “Media Literacy is the ability to sift through and analyze the messages that inform, entertain and sell to us every day”
  - Questions we should ask ourselves to become more media literate.
    - What are they trying to sell?
    - Who are they trying to sell it to?
    - How are they trying to sell it?
    - How could this affect me?
Media and Advertising Activity Worksheet

Directions: Complete the following questions after each T.V. clip. Follow along with the class.

Advertisement 1
1. What are they trying to sell?
__________________________________________________________________________.

2. Who are they trying to sell it to?
__________________________________________________________________________.

3. How are they trying to sell it (what tactic is used)?
__________________________________________________________________________.

4. How could this affect my mental and emotional health?
__________________________________________________________________________.

Advertisement 2
1. What are they trying to sell?
__________________________________________________________________________.

2. Who are they trying to sell it to?
__________________________________________________________________________.

3. How are they trying to sell it (what tactic is used)?
__________________________________________________________________________.

4. How could this affect my mental and emotional health?
__________________________________________________________________________.
Directions: With a partner, find an advertisement from a magazine article and answer the following questions. When everyone is finished, you will present your article and answers to the class.

Magazine Advertisement 3
1. What are they trying to sell?
   
2. Who are they trying to sell it to?
   
3. How are they trying to sell it (what tactic is used)?
   
4. How could this affect my mental and emotional health?
   
Final Questions

Define the following terms.
Media:
   
Advertising:
   
List three types of media.
1. _________________________________
2. _________________________________
3. _________________________________

Think about and write down ideas for the class’ final discussion question.

1. How will being media literate affect you mental and emotional health in everyday life?