



DIDACTIC UNIT 3 - Media Studies

Lesson plan 1 (1 hour 10 minutes)

Type of love: Pragma

Topic: Practical love/compatibility

Introduction

Learning Objectives:

Understand the way social networking/dating sites advertise

To be aware of persuasive techniques in the marketing of this type of media

To create our own advertising campaign for a European dating site focussing on compatibility

Pragma love – Real focus on compatibility and practicality

Dating sites and social networks emphasise this idea of compatibility through the use of quizzes, apps etc

Is this the way forward for dating in the 21st century?

Introduction

Students are given a 'diamond ranking' activity with qualities (kindness, honesty, compassion etc) – in groups they should prioritise these qualities according to what they may look for in a partner (5 minutes)

Feedback from this should stress the variability of what we look for in the opposite sex – is it important to be compatible?

Development

Pupils will devise a ten question quiz that could be used on a dating site app to gauge your compatibility with the opposite sex in a range of areas (10 minutes)

Pupils will chat with a partner to explain their choice of questions – how many were practical? How many emotional?

(20 mins) Class debate – two sides “Dating sites/Social networking should focus on the practical aspect of dating in their marketing”

Introduce ideas like: Is passion important? A feeling? Argue that you can't get this from an advertisement anyway...Look at examples

(30 mins) Use ICT facilities to come up with a web advertisement for a dating sight focusing on compatibility as its Unique Selling Point. The site will be advertised across Europe so should show this.





Conclusion (10 minutes)

Pupils will share their completed advert with two of their peers and they will look at the following elements:

Is the focus of the advert compatibility?

Is it clear that the site is for a wider audience (Europe)?

Is the advert persuasive through presentation and content?

Follow-up

Pupils, in their groups of three, will present one poster to the class (they can decide by voting for the best one out of the three. The class will discuss the important elements and give feedback.

M.I. Linguistic, interpersonal, auditory, kinaesthetic

Skills: problem solving, public speaking



