



Tacolneston and Morley Federation



Year 5 PSHE- *Living in the wider world* In the Media

Key Knowledge

Messages given on food adverts can be misleading

Know that food and drink adverts can use misleading marketing messages in order to make a product seem more healthy for consumers.

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.

Role models

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

Explain why we need to be cautious about things we see, hear or read about in the media.

How the media can manipulate images and that these images may not reflect reality

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.

Vocabulary

Advert - the promotion of a product, brand or service in order to add interest

Marketing - the promoting and selling of products and services

Consumers - people who purchase goods and services for personal use

Media - communication channels, eg. newspapers, magazines, television, radio, billboards, telephone, the internet

Role models - someone who inspires others to imitate his or her good behaviour

Characteristics - features or qualities belonging to a person which serve to identify them

Celebrities - famous people, especially in entertainment or sport

Manipulate - the skilful handling, controlling or using of something or someone

Images - visual representations of something or someone

Alter - to make different in some way

Digitally enhanced images - photos that have been specifically altered for the purpose of making the subject of the photo look better than the camera was able to capture

