

Build-a-nonsense-sentence game!

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Part 1: Practical Guidance and Didactical Approach

Background and keywords:

It is widely known from a number of educational, psychological and sociological studies, that advertising is one of the key socialization agents, in addition to the family and the social environment. The non-stop flow of messages about so-called traditional roles, notably through channels such as advertising is hindering the promotion of equal opportunities for men and women in society; advertising also has an impact on the recipients' attitudes and behaviour at the subconscious level. The influence of advertising messages depends to a large extent on educational level, social status and age. Moreover, role models are deeply rooted in society and often do not reflect the reality of life.

Gender-sensitive media education; gender roles in advertising; reflection on gender roles in an individual's immediate environment

Similar topics:

See keywords

Materials:

- Dice diagram (copy 3 times) one for every two children (pair work) or for a group of children (group work)
- Magazines (that you can use for cutting out of)
- Scissors, glue

Duration:

About three to four class sessions (if not enough time is available, instead of pasting pictures, the names of famous persons and products can simply be written on the dice sides)

Number of participants:

Ideal with classes of up to 24 – 26 children

Age:

From about 9 years of age (third grade of primary school), in class, afternoon supervision, youth activities, ...

Aims:

To reduce the rigid classification of "heroes" or "stars" from the world of advertising or films by rendering them unfamiliar. To take away the "hero" or "star" aura by the distancing effect. This makes a good "day project", (3-4 units): natural science and social studies class, German (multimedia classes) or for manual work classes.

(Short) Explanation:

Steps: Get the children in the right mood for a fun dice game – production of game materials

Dice no. 1:

Glue six different pictures of famous persons or “heroes” from TV advertising (from films), (if possible 3 men and 3 women). For each picture, write a verb in the third person singular such as: likes to eat, drinks, needs, buys, likes, ...

Dice 2:

Glue pictures of products advertised on television (body care products, food and luxury goods, cars, building materials, detergent, washing machines, slimming products...).

Dice 3:

Is labelled with the place/the time (on an island, in a film studio, at midnight...)

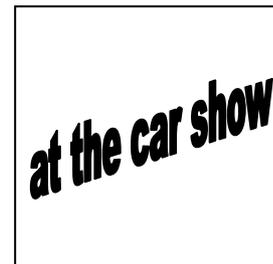
Example:



Example of one side of dice 1



Example of one side of dice 2



Example of one side of dice 3

If you were to roll the dice and ended up with the glued-on-pictures shown here, you would come up with the previously mentioned sentence: *“Harry Potter likes to eat Nivea cream at the car show”*. If the three dice were thrown continuously, statistically-speaking you would come up with 216 different sentence combinations. The children are to write down the “best dice rolls” (i.e. the funniest sentences) which are then read out by each pair/group.

Variations (continuation):*Suggestion 1:*

The group leader prepares some TV commercials (video cuttings) for the next session. Analyze criteria for the individual commercials: which product category is advertised in each case? Are male/female actors or boys/girls the advertising medium? In which “role” are they shown (looking for help, seeking advice, uncertain; as an expert, as a male or “female” specialist...)?

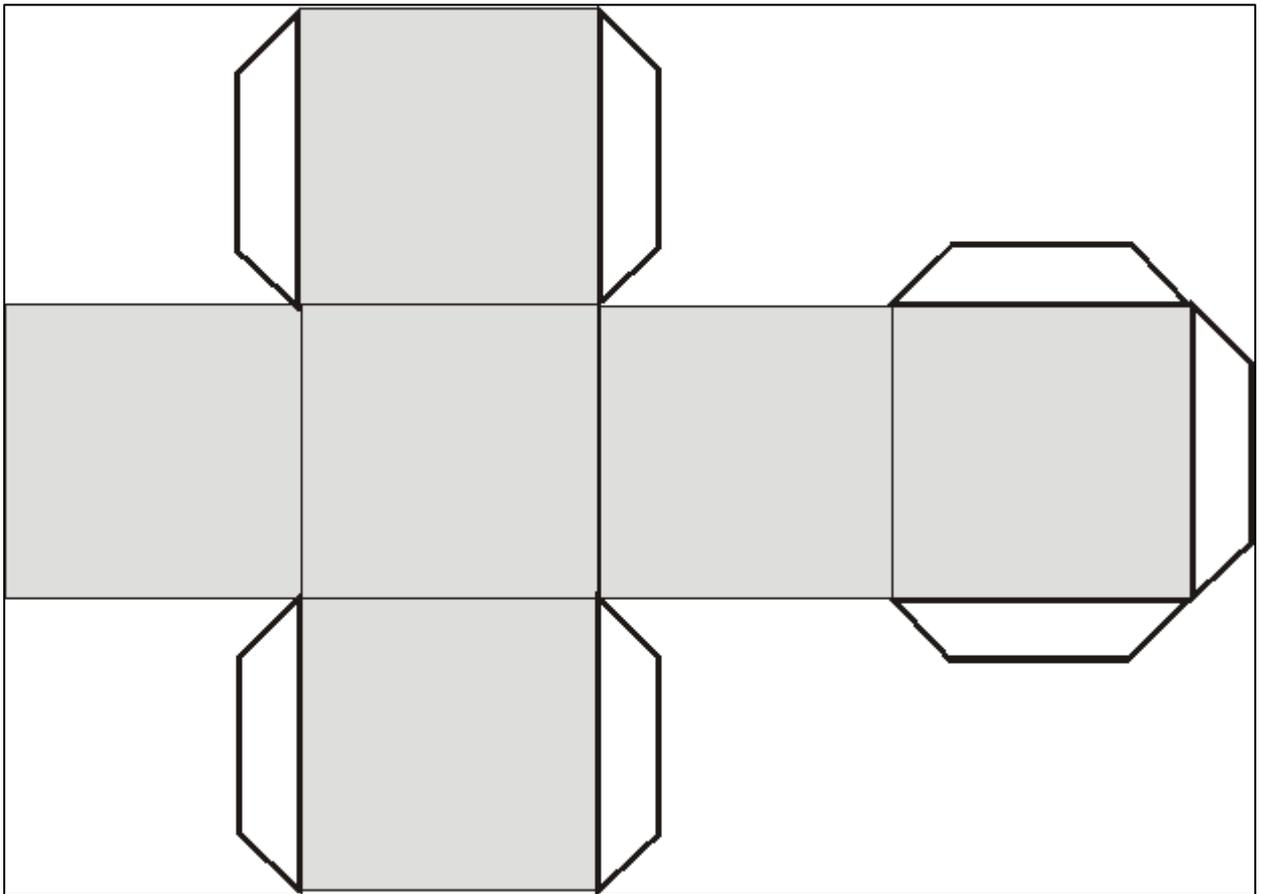
Suggestion 2:

“We act out TV advertisements”.

The group leader discusses some current TV commercials with the group and/or records some TV commercials on a video.

You will need some costumes and props.

Final reflection: Why did you dress up the way you did for the role you played? What did you like about this role? Do you want to be like the actor (male or female) in the TV commercial? How did you feel during the “performance”?



Master copy

Source: <http://www.schule.suedtirol.it/blick/angebote/PRIMARMATHE/ma1720.htm>

Reflection:

- Compare your sentences with advertisements (on television/on billboards)!
 - What is different about “our stars”? What seems “strange”? Why do we find our sentences to be so funny?
 - Why doesn’t the advertisement show, for example, Harry Potter at the car show? Who appears in that particular advertisement? Are more men or women used to advertise creams? Which audience is targeted? (males or females?)
- Observation: Men are rarely seen in advertisements for beauty care products (creams, shampoos, bath foams...), laxatives, cleaning products ... In contrast, women are often shown in this connection. A male voice (to represent the “expert”/“researcher”) recommends such products- often towards the end of the TV commercial – without the speaker being in the picture. Automobiles, building materials, technical machinery are often advertised by men in commercials or other ads. Why is that so? Does what the advertisement “lead us to believe” correspond to reality?
- What is it like at your home? Are females really the only ones that deal with cleaning products, body care and beauty care products ..., while males only with cars and technical equipment, ...?