

## Curriculum References

Citizenship, Key Stage 3, 1h: Pupils should be taught about the significance of the media in society.

## Road Safety Messages

Awareness that young male drivers are involved in road accidents more often than other driver groups.

## Aim(s) of Lesson

To consider how advertising is targeted at specific groups, e.g. by gender or age.

## What you will need

Activity Sheet: *Advertising: Who is it aimed at?*

Information Sheet: *Car driver casualties 2000*

## Activities

- Ask the class to think about all the different places where they see advertising each day – T.V. Billboards, Magazines etc. Ask them to think of some adverts that would appeal to themselves but not to their parents e.g. Playstation. Then ask them to think of an advert that would appeal to their parents but not to themselves.
- Working in pairs or small groups, ask the pupils to discuss the activity sheet – *Advertising: Who is it aimed at?*
- Discuss the completed activity sheets with the class. Ask one or two groups to share their perceptions with the class. Do the other groups agree?
- Focus on car advertising. Do the class think that advertisers stereotype male and female drivers? Older and younger drivers? Do they think such stereotypes affect attitudes to driving?
- Look at the information sheet- *Car driver casualties 2000*. Discuss the information provided about the numbers of car drivers killed and injured. Emphasise the relatively high accident rates for young men. Do the class think there could be any link with advertising and stereotypes?

## Review

- Ask pupils to tell a partner anything new that they have learned about advertising and road accidents in this lesson.

# KS3: Media/Citizenship: Advertising

## Activity Sheet: Advertising – Who is it aimed at?

Look at the products listed below. Think how they are advertised. Please write your thoughts in the spaces provided.

<b>Product</b>	<b>Is the advert aimed at males, females or both?</b>	<b>Which age group is the advert aimed at?</b>	<b>Where might you see the advert?</b>
<b>Lawnmower</b>			
<b>Toy Garage and Cars</b>			
<b>Stairlift</b>			
<b>High Performance Car</b>			
<b>Dolls' House</b>			
<b>Non-alcoholic Lager</b>			
<b>Full Strength Lager</b>			
<b>Small 'Nippy' Car</b>			

# KS3: Media/Citizenship: Seatbelts 1

## Information Sheet: Car Driver Casualties 2000

Age Band	Males	Females
17-21 yrs	12,179	7,438
22-39 yrs	34,479	30,315
40-59 yrs	19,278	16,364
60+	7,947	4,119
<b>TOTAL</b>	<b>75,045</b>	<b>58,853</b>

Source: Road Accidents Great Britain 2000  
The Casualty Report  
The Stationery Office, Sept 2001

These statistics show the numbers of British car drivers injured or killed in road accidents during 2000.

- Which drivers had the most accidents, males or females?
- Which age group shows the biggest difference between males and females?
- Why do you think this is?

Note that the youngest age band, 17-21 yrs, is a band of only 4 yrs. This is much shorter than the other bands. So proportionately young males are most at risk.