

## Lesson 4



### Explain what a need and what a want is, and the difference between them

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**Lesson Objective** The children should be able to explain what a need and what a want is and the difference between them.

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**Learning Outcome** Explain what a need is and what a want is. Explain the difference between the two. Relate emotions to needs and wants, and that some things fit into both categories.

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**Teacher's Notes**

A need is something you have to have, something you can't do without, for example air or water. A want is something you would like to have, like particular pair of trainers, or a bar of chocolate. Some things fit into both groups, such as food. Depending on the type of food, food can be something we need (water, protein, fruit/vegetables) and something we want (chocolate, sweets).

As advertising taps into our emotions, it can also influence what we think we need and want. Understanding the difference between needs and wants is challenging for some children. Often children can feel that when they want something, a toy, game, treat, they in fact need it. Developing an understanding of the difference between the two is an important skill.

Sometimes our emotions can confuse us about what we need and what we want. Emotions play a big part in media and advertising. When we associate emotions with the product or brand being advertised, we can feel having that particular product or brand will make us feel better, or look better, or be happier/safer etc.

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**Resources**

- *Needs and Wants* interactive activity
- Activity 4.1

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**Methodology**

- Talk and discussion: Leaving Home; Needs V Wants
- Collaborative learning: The Need or Want Game
- Skills through content: *The Message and the Emotion behind the Media* video; *Needs and Wants* interactive activity

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# The message and emotion behind the media

## Lesson 4



### Procedure

#### Step 1: Connecting Feelings to Things We See

- Ask the children if they can name any feelings or emotions that people feel?

*The children may suggest happy, sad, worried, angry, bored, interested, surprised or scared.*

- Ask the children when would they feel happy, sad, worried, angry, bored, interested, surprised or scared?
- Remind the children that previously we learned that advertisements are designed to encourage us to feel emotions, which we might associate with a product.
- Ask the children if they feel different emotions when they watch an advertisement for a product?

*The children may suggest that they feel happy when they see a food, toy or game advertisement.*

- Explain to the children a lot of time and money goes into ensuring they feel different emotions when they watch an advertisement for a product.

#### Step 2: Need and Wants

- Explain that a need is something you have to have, something you can't do without.
- Ask the children if they can name anything that they can't do without?

*The children may suggest food, air or water.*

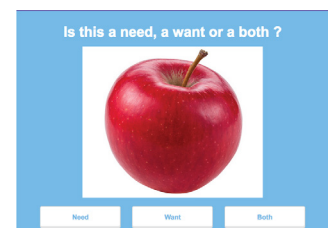
- Explain that a want is something you would like to have, but you could do without it.
- Ask the children if they can name anything that they would like to have, but could do without.

*The children may suggest a computer game, pair of trainers, or a bar of chocolate.*

- Explain that some things fit into both groups, such as food, clothes, a home.

#### Step 3: Needs and Wants Interactive Activity

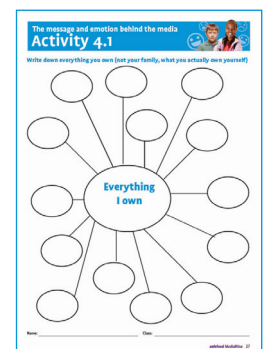
- Explain to the children that they can try an interactive activity to see the difference between needs and wants.
- Open the *Needs and Wants* interactive activity from the MediaWise website, [www.MediaWise.ie](http://www.MediaWise.ie), which shows different products that the children may need or want. The images are: an apple (representing healthy food), chocolate (representing unhealthy food), a hoodie (representing clothes), a bed (representing the need for sleep), a football (representing exercise), an Xbox (representing computer games), toys (representing new toys and play), medicine, a comic (representing reading), an iPad (representing online games & apps), water, a news programme (representing knowledge).
- Allow the children to identify which are needs and which are wants.
- Ask the children to explain their choice.



Interactive Activity

#### Step 4: The Need or Want Game

- Explain to the children that they are going to do an activity using what they have just learned.
- Using Activity 4.1 the children in groups can cut out the images of the different products that the children may need or want – fruit, clothes, toys, chocolate, milk, a bed (representing sleep), books, medicine, sports equipment, vegetables, television, ice-cream.
- They can then move into different appropriate areas – needs or wants.
- In their groups they could discuss whether their item is in fact a want or need, some children may move groups based on the discussion. The children may decide to create a group with items that are both needs and wants.
- After the children have completed the activity, use the *Needs and Wants* interactive activity from MediaWise website, [www.MediaWise.ie](http://www.MediaWise.ie), to check they have sorted the images into the correct side.



Activity 4.1

# The message and emotion behind the media

## Lesson 4



### Procedure continued

#### Step 5: Story Time - Leaving Home

- Tell the children that you have a story about Nick.

##### Nick's Story

Nick arrived home from school. When he walked in the front door his parents were busy packing bags. His mum handed him a small bag. "We have to leave. Pack this bag with everything that you need." Nick was confused but he knew not to question his Mam. He went to his bedroom and looked around. He could only bring what he needed. He looked at his toys, his books and his computer games. Did he need them? He looked at his clothes and his shoes. Did he need them? Mum called up the stairs: "We have to go in five minutes. We won't be coming back. Only bring what you really need." Nick packed five of the most important things into his bag. He zipped it up and he left his room.

- Ask the children the following questions:
  - What do you think Nick put in his bag?
  - Do you think Nick really brought what he needed?
  - What would you bring if you could only bring 5 things that you needed?
  - Why do you think Nick and his family were leaving home?

#### Step 6: Needs V Wants

- Using a mind map in Activity 4.1 ask the children to write down everything they own.
- Ask them to now circle everything they need in green and everything they want in blue.
- Compare the needs and wants that they have on their activity.
- Do they have more needs or more wants?
- Remind the children that a want is something you would like to have, but you could do without it.
- Remind the children that a need is something you have to have, something you can't do without.
- Ask the children if they could change any of their needs to wants, so make shortlist of the most important needs, just as Nick had to do in the story.

#### Step 7: The Message and Emotion Behind the Media Video

- Tell the children that they are going to watch a short video about needs and wants.
- Play the *Message and Emotion Behind the Media* from the MediaWise website, [www.MediaWise.ie](http://www.MediaWise.ie)
- Pause the video and ask the children if they have seen any of the examples of needs or wants.
- After the video, ask the children if they saw or heard any new information about needs or wants.
- Explain to the children that they will continue to learn about the media and advertising, but in the mean time they should keep an eye and ear out for any advertisements that they see and hear, and to think how if they need or want any of the things they see in the advertisements.



Video