

See the person, not the disability

Lesson 1

Disability Equality Learning Objectives

- To understand the under-representation of disabled people in advertising, and why this is;
- To understand how filmmakers can challenge pre-conceptions about disabled people.

Film Learning Objectives

- Representation of disabled people within the context of advertising;
- Relationship between the audience and the representation of people.

Curriculum Objectives

- English – content analysis;
- Media Studies – styles of advertising.

Further Curriculum Links

- Citizenship

Activity 1

Teaching and Learning activity	Essential notes
<p>Deconstruct print advertisements that advertise a product or charity, rather than a disability. Students must comment on:</p> <ul style="list-style-type: none"> • Colour; • Characters involved; • Text used; • Type of language; • Use of Image; • What message does this send to the audience? <p>Content analysis of <i>See the person, not the disability</i> advertisements. Comment on:</p> <ul style="list-style-type: none"> • Camera techniques; • Use of sound; • Lighting. 	<p>It could be useful to give students the Camera shots and moves sheet in Student handouts on the bfi website: www.bfi.org.uk/disablingimagery?</p>

Learning Outcomes

- Deconstruct still images, then develop on to the moving image.
- Recognise components of moving image.
- Identify how advertisement-makers can challenge representations of disability.
- Understand how filmmakers can challenge pre-conceptions about disabled people.

Activity 2

Teaching and Learning activity	Essential notes
<p>Class discussion on why certain stereotypes are often used in advertising.</p> <p>Deconstruct magazine advertisements and note the amount of disabled representation in various magazines.</p> <p>Discuss why disabled people may be under-represented. List reasons on the board.</p>	

Learning Outcomes

- Continuing content analysis and applying it to representations of disability.
- Interpreting why advertising uses stereotypes.

Activity 3

Teaching and Learning activity	Essential notes
<p>Students choose a print advertisement and photocopy it. They also take a picture of a disabled person and rearrange the advert in a collage style to focus on showing a disabled person selling the product.</p> <p>Present the collages to the group and say why this type of advertising should be used to change social preconceptions of disability.</p>	

Learning Outcomes

- Create an alternative form of advertising by cutting and pasting a standard advert for eg beauty products to include images of a disabled person.
- Class devise statements about representations.
- Noting how advertising is constructed, through the relationship between the audience and the style of advertising.