

Teaching Intentions	<p><u>Students will learn</u> About what influences student choices About the different forms media advertising may take How they feel about wanting a certain product</p>
Starter	<p>Discuss learning intentions Exercise discussing what adverts Students like or dislike at the moment Fete Advert activity Look at adverts and choose one (either from the example or others from newspapers or video)</p>
Main Session	<p>Discuss adverts students know, what they might be selling and what they like about the product Discuss and explain why students like certain adverts Advert activity Cut and paste from magazines adverts and products the students recognise Get students to try to recognise what influences a choice and if it makes any difference to their decisions</p>
Resources and Materials	<p>Fete Advert activity Advert activity Adverts – examples or cut outs from newspaper or video clips Students handout- Di Lemma’s birthday present Teaching notes</p>
National Curriculum	
Citizenship	1 (a)(b) 2 (a)(b)(c) 5 (b)(d)
PSHE	1 (a)(b) 2 (a)(b)(c) 5 (b)(d)
Differentiation	<p>All students must: be able to talk about an advert they recognise</p> <p>Most students should: be able to recognise why they like or dislike an advert</p> <p>Some students will: understand how advertising can influence their choices</p>

Assessment	Class discussions Students questions/answers Fete Advert activity Advert Game activity Adverts – examples or cut outs from newspaper or video clips Students handout- Di Lemma's birthday present
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