

Teaching Intentions	<p>Students will learn</p> <p>About what influences student choices About the different forms media advertising may take About what sales techniques can be used to influence choice</p>
Starter	<p>Discuss learning intentions Exercise discussing what advert Students like or dislike at the moment Look at adverts and choose one (either from the example or others from newspapers or video)</p>
Main Session	<p>Discuss adverts that students know, what they might be selling and what they like about the product Compare advertised label products with certain shops own brand products Cut and paste from magazines, adverts and products the students recognise Try to recognise what influences a choice and if it makes any difference to the product</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	
PSHE	1 (a)(c)(f) 2 (a)(k) 5 (a)
Citizenship	1 (a)(c)(f) 2 (a)(k) 5 (a)
Differentiation	<p>All students must: be able to discuss differences in adverts</p> <p>Most students should be able to recognise the impact advertising has on them</p> <p>Some students will: understand how advertising can influence their choices</p>
Assessment	<p>Class discussions Students questions/answers Fete Advert activity Advert activity Adverts – examples or cut outs from newspaper or video clips Students handout- Di Lemma's birthday present</p>