

Teaching Intentions	<p>Students will learn</p> <p>About how advertising affects their choices Different methods of advertising About what influences their choices How to make an informed choice</p>
Starter	<p>Discuss learning intentions Discussion about different ways and places that we can buy things. Favourite adverts/ most disliked adverts</p>
Main Session	<p>Choosing a Toy activity Discuss what adverts Students have seen recently, what makes them good? What makes them bad? Discuss what influences their choices – use resource sheet Student handout-Di Lemma’s advert break OR Work on the New Bag activity</p>
Resources and Materials	<p>New Bag activity Choosing a Toy? activity Recorded adverts/ Newspaper/Magazine cut outs/ posters Student handout- Di Lemma’s advert break</p>
National Curriculum	
PSHE	4(g)
Citizenship	1(h) 2(a)(b)(c) 3(a)(b)(c)
Differentiation	<p>All students must: Identify why they like certain images/ tunes/ products</p> <p>Most students should: reflect on their own tastes and ideas of what influences them</p> <p>Some students will: be able to recognise the influence the media has on them</p>
Assessment	<p>Class discussions Students questions/answers New Bag activity Choosing a Toy? activity Student handout- Di Lemma’s advert break</p>