

Teacher's notes

Children at KS 3 level are starting to become aware of adverts trying to attract them to certain products, but they might be able to question the value of the advert, if or why it works and would it make them buy that product?

It is important for people to recognise what makes them interested in buying or wanting products, then further to consider what how this impacts on an individuals choices. Choices will differ depending on cultures, age and other social circumstances, but our choices are also heavily influenced by the media

- Television
- Radio
- Magazines/ newspapers
- Bill boards
- Celebrities promoting products
- Branded goods – i.e. Heinz Baked Beans or Nike Trainers

It is a well know fact that advertisers particularly home in on children with free toys, colourful packaging, peer pressure influence which puts pressure onto parents/ carers into buying these products. As children get older they then are allowed to make their own consumer choices where advertising continues to influence them.

Examples of Effect of advertising

- Disappointment when not given an exact make or model
- Anxiety at not having the best
- Wanting something because a TV star uses it
- Belief that the product is the best
- Spending more on a certain product because of the name or make

Methods used in advertising

- Catchy jingles (songs or themes)
- Colourful object
- Celebrities
- Surveys that say the product is the best
- Free gifts
- Use of popular cartoon/ TV characters
- Bargain in large print with terms and condition in small print – often too small for some people to read or language that is hard to understand.

Discussions about advertising

Getting students to consider what it is about a certain type of product can then lead into developing informed choices. Issues to consider

- Value for money
- Consider people's feeling that may have bought you a gift
- Product challenge – remove name of product and get students to choose which one they like and why; this is particularly easy with food, drinks etc...
- Ability to use the product
- Whether adverts are suitable or should not be on TV or in the paper
- Who to complain to about adverts?
- How to check the information in an advert is correct?

Advertising can work positively as well though by potentially drawing our attention to helpful things we didn't know existed such as

- Bargains/ discounts/ special offers
- Useful products
- Donating to good causes
- Locations of useful stores
- Promoting healthy lifestyles/ diets etc...
- Legal changes – voting

There is wealth of resources, (newspaper cuttings, and video recordings of adverts) that is available to us through media that can be used with students to highlight the effect of advertising on consumer choices.

It is important to stress that the students' choices are not necessarily wrong but to consider other options available and essentially what is they like/ need/ want out of certain products.