

Teaching Intentions	<p><b>Students will learn</b></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          Who would influence their choices – peers, celebrities etc...?</p>
Main Session	<p>Discuss what adverts students have seen recently, what makes them good? What makes them bad?          Discuss what influences their choices          Choosing a Toy activity          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	1(d) 4(a)(g)
Citizenship	1(g) 2(a)(b)(c) 3(a)(c)
Differentiation	<p><b>All students must:</b> Identify why they like certain images/ tunes/ products</p> <p><b>Most students should:</b> reflect on their own tastes and ideas of what influences them</p> <p><b>Some students will:</b> 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>