

The Character Curriculum

Flourishing for Life



<p>Y3: Healthy eating L3 – Do adverts control what we eat?</p>	<p>Learning objective:</p> <ul style="list-style-type: none"> - To identify advertising techniques that encourage unhealthy choices. 	<p>Key vocabulary: Logo, advertising techniques, persuasion Key virtues: Judgement, motivation, respect</p>
<p>Resources:</p> <p>PowerPoint</p> <p>Adverts for unhealthy/fast food (teacher to provide)</p>	<p>Statutory links: Health Education (2020) Pupils should know:</p> <ul style="list-style-type: none"> - What constitutes a healthy diet (including understanding calories and other nutritional content). - The principles of planning and preparing a range of healthy meals. - The characteristics of a poor diet and risks associated with unhealthy eating (including, for example, obesity and tooth decay) and other behaviours (e.g. the impact of alcohol on diet or health). 	
<p>Key questions:</p> <p>Why do adverts target children?</p> <p>What techniques do advertisers use?</p> <p>What virtues do they tell us we will have if we buy their product?</p> <p>What is the conflict in the moral dilemma?</p> <p>How would you feel?</p> <p>What do you think a wise solution is? Is there more than one?</p>	<p>Learning activities:</p> <p>Starter: Identify the logo</p> <p>Ask children to match the slogans/logos to the food.</p> <p>How do they know the answers? What does this tell us about the power of advertising? Why do advertisements target children?</p> <p>Activity 1: Advertising techniques</p> <p>Watch: https://www.bbc.com/bitesize/clips/zsqkxnb [accessed 26.05.2020] for some ideas of advertising techniques.</p> <p>What techniques do advertisements use to sell us their products? Create a list on the board.</p> <p>Look at some food advertisements either on screen or print advertisements from magazines. What techniques are they using?</p> <p>What virtues are the following advertisements drawing on?</p> <p>https://www.youtube.com/watch?v=2uP9uQ-l-TI [accessed 26.05.2020] (McDonalds – caring for our family, curiosity)</p> <p>https://www.youtube.com/watch?v=OPi9nTE70aA [accessed 26.05.2020] (Coca Cola – respect, tolerance, individuality)</p>	

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<https://www.youtube.com/watch?v=l0eEgeizNCA> [accessed 26.05.2020] (Cadbury's – kindness, generosity, empathy)

Activity 2: Moral dilemma

Look at the moral dilemma in the PowerPoint.

Discuss:

- What is the conflict in this dilemma?
- How would you feel?
- Are there any virtues in conflict in this dilemma?
- What do you think a wise solution is? Is there more than one?

Plenary: Banning advertisements

Some people think that advertisements for fast food should be banned before 9pm. Do you agree?