

God is Truth Year 6

Smart shopping

Wise choices and decisions

There are many voices of persuasion, trying to pull us in different directions. It is important to know the truth and stand firm in our beliefs. This applies not only to our faith, but our beliefs and opinions expressed in the media. We need to be able to discern where there is deception, not be gullible, and understand when the voices around us are not telling the truth.

Throughout life we are constantly faced with making choices and decisions. Choices can be right or wrong. In order to make wise choices, and right choices, we need to rely on the Holy Spirit who can guide us into all truth. Discernment of truth is necessary in making decisions. This is something we acquire as we learn to hear God's voice.

Key Questions

About smart shopping

- Do advertisements always tell the truth? Why do they want to mislead you?
- Can you think of an advertisement that is misleading?
- Where could we go to get correct information on food?
- What are the influences on what we buy?
- How do friends influence our choices?
- What tempts us to buy junk food?
- How do advertisements get us to buy things we don't really need?

About making choices and decisions in life:

- What kinds of choices does God ask us to make?
- How do we know whether something is good or evil?
- How can I know the right decisions to make?

Background information

The effects of advertising

Advertising creates a 'want', even if you don't really 'need' the product. Millions of dollars are spent every year on advertising, to make a customer want to buy a new product, or choose a particular brand over another.

For each product, e.g. soft drink, there are so many competing brands. So there is much competition to make you buy the product. An advertisement will often have an explicit message: 'Here is a great product, buy it!' and, 'If you buy this product, you will be like the people you see in this ad, and you will get closer to living the lifestyle that they have. Here are some advertising tactics. A product will become popular if it:

- Makes you look attractive, or cool'.
- Makes you want to have what everyone else is having

- Makes you feel that it is the right thing to do
- Makes you think that you will be popular if you buy it
- Makes you think you will look better if you have it
- Makes you think that it is good value for money
- Makes parents think that they need to buy it for their children

Does advertising influence our choices?

Common techniques used in advertising include:

- catchy jingles and repetition of slogans to create familiarity with the product
- celebrity or expert endorsement, to boost the credibility of the product
- endorsement of the product by an association that allows its logo to be used
- use of key words, music and images to appeal to various emotions and desires, concerns and fears

Here are the techniques used when developing TV commercials:

- **Attention** – Grab the attention of the audience in the first 5 seconds.
- **Interest** – Make the content of the commercial interesting to the audience you are appealing to.
- **Desire** – The audience should feel a desire or need for the product.
- **Conviction** – The audience should be assured that the commercial is honest, (even if it isn't)
- **Action** – Use the words "NOW ON", "SALE ENDS SUNDAY", "WHILE STOCKS LAST!"

Activities

- Describe and report on advertisements, e.g. on TV, or on posters outside shops or on billboards. Report on *what* is being advertised. Describe the *techniques* used in the advertisements. How do they get people's attention? Describe the purpose of the advertisements. What audiences are the ads targeting?
- Explain why some advertisements are not really true. Do they exaggerate?
- Explain why some advertisements can be helpful.
- Make a list of foods/items we really need, and those we don't really need.
- Describe the techniques are being used to influence people to buy things
- Explain the 'desirable lifestyle' messages are being presented in these ads. Are there any significant facts that you feel may have been deliberately left out?
- Play the truth game: Prepare a selection of real and artificial items. e.g. fruit juice/fruit drink; a drinking glass/a clear plastic one; real plant/imitation plant; real fruit/plastic fruit. From a distance, guess which is real.
- Detect foods that contain colours or flavours that pretend to be natural, e.g. is orange drink from a bottle always made from orange juice?
- Act out TV food commercials, or devise new ones.
- Design advertisements in two categories: helpful and misleading.

God is Truth Health Year 6

Let's find out the truth about the food we are eating.

Some definitions for food choices

1. **Natural food:** Also called 'unprocessed food'. These are foods directly from nature, such as fruit, vegetables, nuts, meat, fish and eggs, dried beans, lentils, rice, butter, milk.
2. **Processed food:** These are foods that are changed from their natural state and sold in packets, cartons and cans. Some have nutritional value. Some have additives. Food labels should be checked and assessed for health benefits.
3. **Fast food:** Convenience food from outlets. Ready-to-eat foods such as hamburgers, hot dogs, fried chicken and chips. These have some nutritional value but contain ingredients that are not good for our health. Should be eaten rarely.
Food additives: Chemicals added to give artificial colour or flavour, or to preserve the food.
4. **Junk food:** food with no nutritional value and food that may be bad for our health. These include sweets, sugary foods, savoury snacks such as potato crisps, and soft drinks or imitation fruit drinks. Should be consumed rarely.

Activities

1. Make a chart of the four food categories. (Draw four boxes and put a heading on each.) Make lists and add drawings of some of the foods in each category.
2. Make a list of the foods that YOU eat from the natural and processed food categories.
3. Make a list of the eight rules for good health from the New Start chart.



(nutrients, exercise, water, sunlight, toxin-free or traditional foods, air, rest, trust in God)

Values education Year 6

God is Truth

1. Fairness

Fairness is ...

- Treating everyone as they should be treated
- Not favouring one person over another

Say whether these situations are fair or not fair:

- Giving prizes to all girls who did well in exams, but not giving prizes to the boys.
- Giving detention to a student who spoke disrespectfully to a teacher
- Only allowing people who have passed a driver's test to drive a car
- Only allowing people who are well-dressed to come to church
- Sending a student home for not wearing school uniform
- Only allowing people born in your country to play on a national football team
- Not allowing smoking in restaurants

What does the Bible say at

Romans 2:11 God shows no favouritism
James 2:1-26 This passage shows that God is not partial to the rich and despises the poor.

2. Discernment

Discernment is knowing truth from what is evil.

Sometimes it is difficult to

- Take time to listen to wise advice. Many people do not take the time to listen, when someone is trying to warn them.
- Pray and ask God for the gift of discernment
- Ask God to give you a passage from the Bible to help you know the answer to what you are trying to find out.



Art Year 6

God is Truth

Smart shopping

Biblical wall art and text: Your word is a lamp to guide me, and a light for my path.
Psalm 119:105

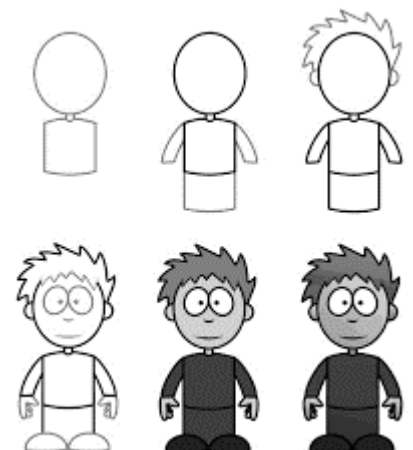
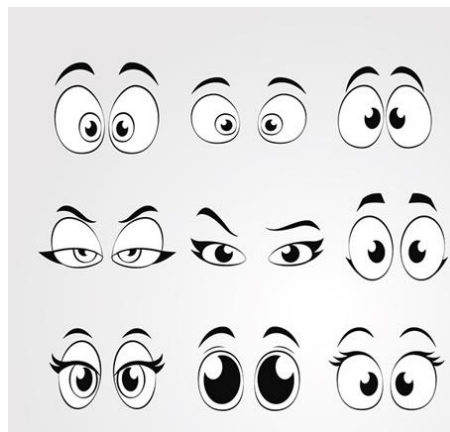
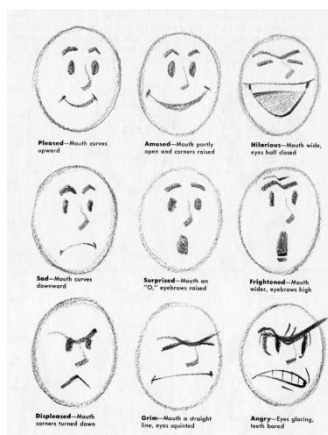
Make a NEW START poster.

NEW START stands for:

- **Nutrients** – are the parts of food that makes us grow, and stay healthy. Only healthy foods do this.
- **Exercise** – at least half an hour every day
- **Water** – 6 glasses a day, (not fruit juice or fizzy drink)
- **Sunlight** – for vitamin D for strong bones.
- **Toxin-free** – avoid artificial food additives and avoid toxic chemicals in the environment
- **Air** – get fresh air every day
- **Rest** – don't stay up late
- **Think happy thoughts and trust in God**

Drawing

Students can invent cartoon characters that can be used to create food advertising posters.



St Alban

Biography

In the year 205, (205 years after the birth of Jesus), a man called Alban lived in a town called in England called Verulamium. By this time the Gospel had spread from the Bible lands to England.

One day, Alban met a rather unusual man, Amphibulus, who was a Christian priest (or minister). He must have been one of the very first in England. In those days, England was ruled under the Roman Empire. The Romans were hunting Amphibulus, as it was illegal to be a Christian.

Alban felt sorry for the hunted man and took him into his home, to hide him from the Romans. Over some time, Amphibulus talked to Alban about being a Christian, and Alban decided that he would like to follow Jesus. He was baptized in the local river, the Ver, and became a Christian.

Some time later, the Romans discovered where Amphibulus was hiding. Amphibulus always wore a long cloak with a hood. This was the type of cloak worn by Christian priests in those days. Alban did a very brave thing. When he saw the Roman soldiers coming, he swapped cloaks with Amphibulus, which meant that when the soldiers entered the house to arrest Amphibulus, they actually arrested Alban because they thought he was Amphibulus. So Amphibulus escaped, and Alban was taken away.

Alban was taken to the Roman courthouse, where he was questioned. The Governor realized that he wasn't Amphibulus, so he asked him who he was. Alban is said to have replied, 'I am Alban, and I worship the true and living God.'

The Governor was furious that the soldiers had brought the wrong man, and asked Alban where Amphibulus was. But Alban said nothing. So Alban sealed his fate - he was condemned to death.

The Romans killed their prisoners outside the city, so Alban was taken up the local hill. The executioner killed him by cutting off his head with a sword. He became the first English martyr.

Alban was buried at the top of the hill, and over the years, pilgrims began to travel there, to worship God at that place.

The most important things about Alban were his kindness to Amphibulus and his bravery in sticking to what he knew to be the truth. Like Daniel in the Bible, he would not deny knowing the true God. He knew the truth and stood up for those beliefs.

Advertising 1

Food advertisements

Truthful lips endure forever, but a lying tongue lasts only a moment. Proverbs 12:19

Do you ever get the feeling that advertisements are trying to fool you? It is very easy to be tricked when you see picture of junk food. It makes us feel that we must have whatever we see in the picture.

We see food advertising on TV, on signs and posters all around us when we go to the shops.

However, commercials do not tell us about all the bad effects this junk food will have on our bodies. That is a deception. Deception is making something look good, when it is really not good at all.

The advertisements do not tell us about the bad effects of sugar and salt the bad fats. Sometimes advertisement will tell us that a food is healthy when it is really not-so-healthy.

Many processed foods contain man-made chemicals called food additives.

Food additives are used to:

1. To create brighter colours
2. To create extra tastiness
3. To make the food last longer

Food additives in small amounts may not harm us, but no one knows the long-term effects of food additives and other man-made chemicals in our environment.

We don't need to be deceived by misleading information. God has given us wisdom. We can think carefully about the information we hear, and say, "Is it really true?" Ask God for wisdom and He will give it to you. Try to find out who's telling the truth.

1. *Where have you seen food advertising?*
2. *Make a poster to advertise one or more natural foods. Give some true information about the food on the poster.*
3. *Make a list of the junk food currently eaten, and decide on some healthier alternatives. Some of these can be home-made.*

Advertising 2

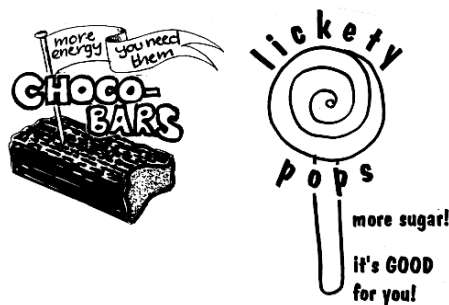
Food advertisements: Are they telling the truth?

Let's check out fast foods!

- What are 'fast foods'? Are they the same as junk foods?
- How often do you eat fast food, where and when?
- Why are fast food outlets popular?
- Name five popular fast food items.
- Why are many people concerned about eating fast food?
- If you need a quick, cheap and tasty meal, what healthy and nutritious food could you eat instead?

Some food advertising tells us that sugar will give us energy, but this is not the whole truth. Sugar gives us a spike of energy for a short time, then we suddenly have a drop in energy making us feel more tired than before.

Here are some junk food advertisements. Explain why they might be misleading. Explain how the words in the advertising are trying to tempt you into buying the product. Is it true? Why?



Chocobars: "give you more energy" and "you really need them".

Lickety Pops: "more sugar. It's good for you".

Fizzo: "for people on the go".

Advertising 3

Food advertisements: learning their tricks

Advertisements often try to trick people into buying products they don't really need. This is true about junk food. We don't need it. It is bad for our bodies and an absolute waste of money. If we want a delicious snack, then there are plenty of healthy snacks we can make to replace junk food.

Here are some of the tricks that advertisers use to make you buy their products:

- “Everyone else is buying one so you must get one too.”
- “It tastes good.”
- “It is good for you.”
- “It is recommended by important people.”
- “It gives you energy.”
- “It will make you happy.”
- “You get a lot for your money.”
- “You need to buy it **now**.”
- “You get a free gift if you buy one.”
- “Buy one and get one free.”
- “You deserve it.”
- “Spoil yourself”

Here are some other methods that advertisers use to trick you:

- big packets but only small quantities
- close-up photographs to make you think that the item is bigger than it really is

Choose an advertisement that you have seen. Think about the tricks that have been used. Try to find anything about the advertisement that is not completely true or honest. Now write about the advertisements you have chosen. Draw the product.

Advertising 4

Advertising Strategies

Advertising companies use a variety of strategies to encourage consumers to buy their products. Often, they try to link the product with a lifestyle, or an image. Here are some examples of tricks used:

- **Ideal kids and families:** are always attractive and pleasant, they have big happy smiles and care for each other.
- **Family fun:** Mum or dad brings home the right food and the dinner turns into a party.
- **Excitement!** One bite of a snack bar and you're having the time of your life on some exotic island.
- **Star power:** Your favourite sports star is telling you what to eat.
- **Join the club:** Join the cool crowd, don't be left out.
- **Scale:** The product looks bigger or smaller than it actually is.
- **Music and jingles:** Music and other sound effects add to the excitement. Jingles ensure you remember the product.
- **Repetition:** You hear the same ad over and over.
- **Animated characters:** Advertisers attach a character to a product and children's interest increases.
- **Misleading words:** such as "The taste of real, natural"; "because we care".
- **Misleading messages:** When you eat a product, you become a cool person doing amazing things.
- **Freebies:** Free give-aways, prizes to be won, tokens or points to collect.

Report on an advertisement for food or drink

Explain how advertising influences our choices? e.g.

- makes us want to have what everyone else is having
- makes us feel that it is the right thing to do
- makes us think we will be popular if we buy it
- makes us think we will look better if we have it
- makes us think that it is good value for money
- makes parents think that they need to buy it for their children

Advertising 5

Your Assignment:

Create an imaginary advertisement in the form of a poster. Use drawings and words to describe your product.

Before you start, write the answers to these questions:

1. What product is being sold?
2. What audience is the ad targeting?
3. What techniques does your ad use?
4. What does the ad say or about the product you are trying to sell?
5. What does the ad say about the people who buy the product?

Use the information below to choose which type of audience might like your product.

a) **Busy Mums**

- Doing the best for their kids and family
- Always rushing
- Deserve to spoil themselves when they can

b) **Social boys aged 11 - 12**

- Like making their own food
- Must look sharp
- Need to be on the move
- Love keeping up with friends
- Play sport

c) **Social girls age 11 - 12**

- Love to be with friends
- Love to laugh
- Look for adventure
- Need music to focus
- Love fashion

Advertising 6

Are you a smart shopper?

Do you...

1. think carefully about why you want the product and what you expect from it?
2. know whether or not you can afford it?
3. work out what you can afford to spend, before you go shopping?
4. consider alternatives, such as second-hand rather than brand new?
5. research the product and shop around for the best deal, comparing quality and price?
6. inspect goods thoroughly?
7. read the labels and check use by dates?
8. buy on impulse at the checkout? (You see, want it and buy it!)

Score

If you said 'yes' to 7 or more, well done!

If you said 'yes' to 5 or 6, you are getting there!

If you said 'yes' to less than four, you need to sharpen your smart shopping skills.