

# Smart shopping: Outcomes and activities

## God is Wise Year 5

### Spiritual Awareness: 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. We need to make wise choices.

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 wise decisions. This is something we acquire as we learn to hear God's voice.

### Bible verses

1 Corinthians 10:23 GNB "We are allowed to do anything," so they say. That is true, but not everything is good. "We are allowed to do anything", but not everything is helpful. (As Christians we have freedom to choose, but some choices will benefit us more than others.)

James 1:5 Ask God for wisdom.

John 18:37 Everyone that is of the truth hears my voice.

Proverbs 2:11 Discretion will protect you, and understanding will guard you.

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

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### Values: Our response to knowing that 'God is Wise'

- Discernment in making wise decisions
- Not following the crowd
- Wisdom and responsibility in choosing products

### Outcomes: Students will

- understand how our health & wellbeing is influenced by advertisements.
- assess food advertisements for the degree of honesty and persuasion
- learn how to avoid being persuaded by 'artful' sales people and marketers of wasteful products
- show wisdom and responsibility in choosing products
- Learn how to make healthy food choices by gaining a knowledge of
  - the difference between good fats and bad fats
  - the problems associated with sugar and salt
  - the problems caused by some food additives
  - the difference between 'processed' and 'unprocessed'
  - food labeling

### 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 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?
- Act out TV food commercials, or devise new ones.
- Design advertisements in two categories: helpful and misleading.
- Take a trip to the supermarket and look out for food packaging that may be giving a misleading message, e.g., "healthier", "better for you", when it isn't.
- Look out for misleading packaging, e.g., breakfast cereals that come in a large half-empty box.
- Make a list of the things you *really* need. Now make a list of the things you have but don't *really* need.

## 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.

## Report on an advertisement.

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

**Design two types of advertisements:** 1. helpful 2. misleading.

# Values education Year 5

## God is Wise

### Wisdom

**Wisdom is ...** Knowing the right thing to do and doing it

Being wise is different than being smart. A smart person knows a lot of facts, but a wise person is able to apply those facts to the situation at hand. If you want to make wise decisions, you must realize that every decision is important. Just as it takes thousands of small bricks to construct a large building, your character is made up of thousands of small decisions.

Every decision we make has a consequence. It can be a good consequence or a bad consequence. Sometimes consequences affect just one person, and sometimes they affect many.

Whether the outcome is good or bad, a wise person learns from past decisions and makes better ones in the future. Even the worst mistakes can become the best lessons for those who are willing to learn!

#### **How to become a wise person:**

- listen to my parents and teachers.
- learn from mistakes.
- choose my friends carefully.
- consider the consequences.
- ask, "What is the right thing to do?"

#### **Questions:**

Who are some wise people you know? What can you learn from them?

Who are some friends that encourage you in the right direction?

What do you think the saying means, "You reap what you sow"?

What do you think happens if you don't learn from your mistakes?

#### **What does the Bible say about wisdom?**

Prov 2:6 For the Lord gives wisdom; from his mouth come knowledge and understanding.

James 1:5 If any of you lacks wisdom, you should ask God, who gives generously to all without finding fault, and it will be given to you.

Matthew 7:24 Therefore everyone who hears these words of mine and puts them into practice is like a wise man who built his house on the rock.

Galatians 6:7 You reap what you sow.

# Art Year 5

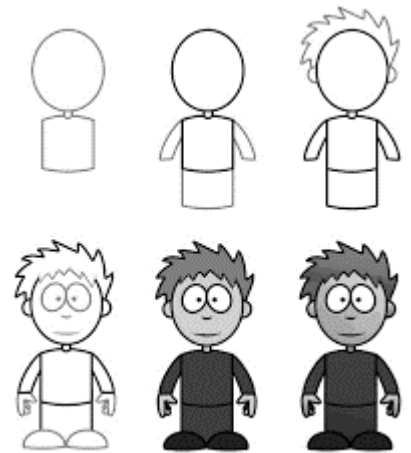
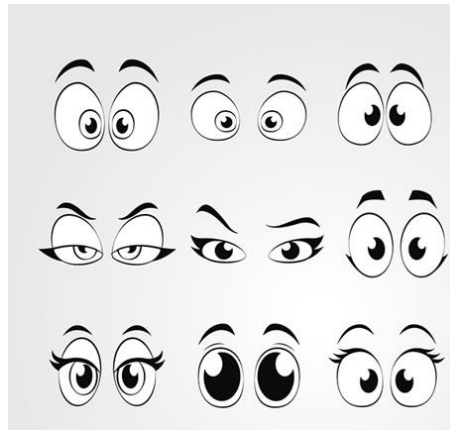
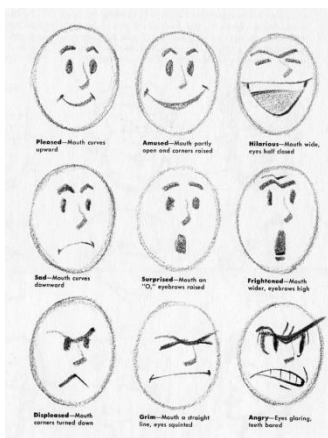
## God is Wise

### Smart shopping

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

#### Drawing

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



## **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.

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.

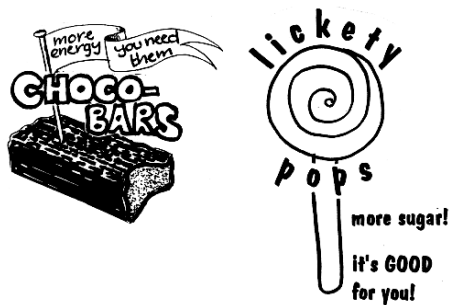
- 1. Where have you seen food advertising?*
- 2. Make a poster to advertise one or more natural foods. Give some true information about the food on the poster.*

## Advertising 2

### Food advertisements: Are they telling the truth?

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 strategies. Give examples of advertisements or marketing companies that use these strategies.

- **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.

## Advertising 5

### Advertising Strategies Assignment

Here are some more common techniques advertisers use to convince you to buy or do something. Think of some examples of advertisements or product marketing groups that use these strategies.

**Association:** Using images (like a cartoon character), in the hope you'll transfer your good feelings about the image to the product.

**Call to action:** Telling you what to do— "Buy today!" or "Hurry, while stocks last".

**Claim:** Informing you about how the product works or helps you.

**Games and activities:** Putting a commercial into the form of a game can be a fun way for you to get to know more about a product and spend more time with it.

**Humor:** Using ads that make you laugh can catch your attention and be memorable.

**Hype:** Using words like 'amazing' and 'incredible' make products seem really exciting.

**Must-have:** Suggesting that you must have the product to be happy, popular, or satisfied.

**Fear:** Using a product to solve something you worry about, like bad breath.

**Prizes, competitions, and gifts:** Using a chance to win a prize to attract attention.

**Repetition:** Repeating a message or idea so you remember it.

**Sales and price:** Showing or announcing a discounted price can make a product look better.

**Sense appeal:** Using images and sounds to appeal to your senses: sight, touch, taste, etc.

**Special ingredients:** Promoting a special ingredient may make you think the product works better than others.

**Testimonials and endorsements:** Featuring someone, like a celebrity, saying how the product worked for them can be convincing.

Which do you think are the most convincing strategies? Why?

Which strategies have made you want to buy something? What did you want to buy?

### Your Assignment:

Create an advertisement poster. Think about the strategies that an advertiser might use, e.g.

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?

For your poster, 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

When finished, share your poster with your family or friends and explain to them the strategies you used.