

**GOD IS**

**TRUTH**

**Smart Shopping**

**Year 6**

**Term 4**

## Thinking Skills

Year 6 Truth

<p><b>Smart shopping 1</b></p> <p>Make a shopping list for a Christmas lunch that is economical, healthy and delicious.</p>	<p><b>Smart shopping 2</b></p> <p>Design a pair of sports shoes and explain why these are better than most on the market.</p>
<p><b>Smart shopping 3</b></p> <p>Make an acrostic poem for:</p> <p><b>S A L E</b></p> <p>It has to be to do with shopping.</p>	<p><b>Smart shopping 4</b></p> <p>Compare a piece of fashion clothing with a school uniform. What are the advantages and disadvantages of each?</p>
<p><b>Smart shopping 5</b></p> <p>Invent a new brand of ice-cream. Design an advertising poster for it.</p>	<p><b>Smart shopping 6</b></p> <p>Make an improvement to the way that your local fruit and vegetable market is run.</p>

# 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.

Sometime 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.

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.

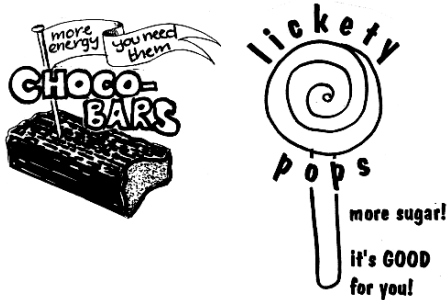
- 1. Where have you seen food advertising?*
- 2. Make a poster to advertise one or more natural foods. Give some true information about the food on the poster.*

## 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 (group work)

### 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.

In your group, discuss these strategies and give examples. Choose someone to record your ideas.

- **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 5a (group work)

### Advertising Strategies Assignment

Here are some more common techniques advertisers use to convince you to buy or do something. In your group, think of some examples and choose a recorder to write down your ideas.

**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 "Vote now"—removes all doubt about next steps.

**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.



## Advertising 5b (group work)

### Your Assignment:

Create an advertisement in the form of a poster. When finished, share your poster with the class and see if they can guess which strategies you have used.

Work in a group and brainstorm the following:

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

