

Advertising and the media

Making wise choices and decisions

God is Wisdom and Truth

Spiritual Awareness: Wise choices and decisions

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.

Our response to 'God is Wisdom and Truth'

Because God is Wisdom I will...

- Ask God what is the right thing to do, and do it.
- Listen to people who are wiser than me.
- Listen to my parents and teachers.
- Obey God's word.
- Do what Jesus would do.
- Ask Jesus to be the guide throughout my life.
- Treat God's Creation with wisdom.

Because God is Truth I will...

- Speak the truth
- Be honest
- Never cheat
- Never steal
- Never lie or exaggerate
- Be trustworthy
- Be true to my word and keep promises.
- Be myself and not try to be someone I am not.
- Ask God to show me the truth.
- Ask the Holy Spirit to lead and guide me into all truth.
- Believe that God's word is the truth.
- Believe that Jesus is the Way, the Truth and the Life.

Supporting devotional resources

Themes for Christian Studies 4: (Wise): God's wisdom is better than being rich

Themes for Christian Studies 7: (Wise): The wisest choice

Themes for Christian Studies 6, (Truth): Jesus, the way, the truth and the life

Biblical references

Bible stories and passages

- Genesis 11The people who built the tower of Babel relied on their own wisdom.
- Matthew 19:16-29The rich young ruler's choice.

- John 10:1-8 The Good Shepherd. The sheep recognize His voice.
- Joshua 24:14-28 A choice between the true God and false gods.

Memory verses

- Proverbs 3:5-8 Trust in the Lord with all your heart.
- James 1:5 Ask God for wisdom.
- Proverbs 2:6-10 Only the Lord gives wisdom.
- 1 Corinthians 3:18-19 The wisdom of this world is foolishness to God.
- Psalm 16:7-8 The importance of allowing God to guide us.
- Proverbs 1:9-10 Ask for God's wisdom in making decisions.
- Proverbs 8:11 Wisdom is better than riches.
- John 16:12 When the Spirit of truth comes, He will guide you into all truth.
- Matthew 10:38; Matthew 16:24 The greatest decision we can make.
- Matthew 7:13-14 The broad and narrow way
- John 14:6-7 I am the Way, the Truth, the Life.
- John 18:37 Everyone that is of the truth hears my voice.

Advertising and the media / Making wise choices and decisions

Outcomes

Students will

Knowledge

- Understand the difference between objective and subjective language
- Understand that marketing presentations use subjective language
- Understand the meaning of bias, and be able to identify bias
- Understand the techniques used in persuasive text

Skills

- research, compare, analyze, identify, organize data
- express ideas and opinions
- compare media texts and examine critically for bias
- explain the techniques used to increase product sales
- recognize whether or not advertisements are telling the truth.
- recognize the tactics advertising companies use to deceive the consumer.
- demonstrate the following communication skills: listening, speaking, reporting, describing, drawing, presenting an argument, composing text

Values

- be aware of the need to take responsibility for their actions.
- understand the Biblical advice on making wise choices
- understand the consequences of unwise decisions and the benefits of wise decisions

Key Questions - choices and decisions

Which foods / toys / clothes would you choose?

Who would you choose for a friend?
Which choices are the most important ones?
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?

Key Questions – advertising and the media

Do advertisements always tell the truth?
Which products do I ask Mum to buy?
Do I ask for the products in the advertisements?
Does advertising make me want to buy more?
How do advertisements get us to buy things we don't really need?
Should I buy something just because it is cheap?
What is the meaning of good value?

Activities – choices and decisions

- List choices and decisions we make every day e.g. friends, food, clothes.
- List choices and decisions that our parents make.
- List the major decisions we have to make in life.
- Choose foods / clothes / toys from catalogues and tally the amount you spend.
- Choose a holiday after studying travel brochures and write a report on the place you intend to visit.
- Discuss the way in which we recognize good and evil.
- Discuss the decisions that teenagers have to make.
- Make a list of good and bad influences on teenagers e.g. drugs, alcohol, vandalism, or, good books, good friends, music, sport.
- Invite a health speaker to outline the impact of smoking on our bodies.
- Invite someone with a testimony about his / her freedom from drugs, or read *Keryn's Story, Themes 7, God is Life*.
- Research a career that is of interest, and present a report to the class.
- Study some fictitious outlines of T.V. programs or films, and rate them according to their suitability for a Christian audience.
- Look at some Biblical characters that made wise/unwise choices or decisions.

Activities – Advertising and the media

- Collect newspaper / magazine advertisements.
- Describe / report on T.V. advertisements. 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.
- Suggest the particular audience the advertisement is targeting.
- Measure the time taken by advertisements in half an hour of viewing.
- Estimate the types of products that are advertised the most.
- Rate advertisements according to their degree of truthfulness i.e. helpful / partly true / untrue.
- Explain why some advertisements are not really true. Do they exaggerate?

- Explain why some advertisements can be helpful.
- Mime a T.V. advertisement.
- Make a collection of jingles.
- Write a jingle.
- Have a competition to match jingles to products.
- Conduct experiments to see whether advertisers are telling the truth e.g. does the washing powder really whiten?
- Make a list of words used by advertisers that encourage us to buy things e.g. 'sale'; 'buy one and get one free'.
- Conduct surveys to find the popularity of different products or brands.
- Conduct surveys to find out why people buy particular products.
- Collect empty packets and set up a shop. Place prices on the packets and decide which products are the best value for money.
- Make a table: The things I need to buy in: summer, autumn, winter, spring. Compare this to the extra things I could buy each season, but don't really need.
- Make a list of foods we really need, and those we don't really need.
- Act out a shopping experience. Explain why you chose a particular item e.g. colour, style, your Mum liked it.

Assessment

Make a class presentation on a subject that involves making a choice. Present the positive effects of making a wise choice and the negative effects of making an unwise choice. Also explain any factors that may prevent people from making the best choice. Choose from these topics: food, smoking, drugs, alcohol, shopping, entertainment

Advantages of making a wise choice	
Disadvantages of making an unwise choice	
Factors making it difficult to make the best choice	

What have I learned from the study of advertising and the media...

- about God?
- about doing what God wants me to do?
- about the Bible?

Link with Australian Curriculum:

English Year 6: Expressing and developing ideas; language for interaction

Learning connections:

Science: Identifying truth through the Scientific Method

Social Studies: effects of advertising on the community; choices in shopping and careers

History: the history of advertising and the development of the media

Health: the impact that bad choices have on our health

Mathematics: marketing surveys, statistics, tables and graphs

Art: Design drawings/cartoons for advertisements

Drama/music: Act out a TV commercial or invent an original one