**Central Idea**
Advertising influences how we think and the choices we make

**Lines of Inquiry**
- There are different types, styles and locations of advertisements for different purposes
- There are devices used to make advertising effective and to influence our choices
- There is a connection between advertising and target groups

## ESSENTIAL ELEMENTS OF PYP

<table>
<thead>
<tr>
<th>What do we want students to know?</th>
<th>Knowledge</th>
<th>Advertising is all around us and is designed specifically to influence our choices.</th>
</tr>
</thead>
</table>
| What do we want students to understand? | Concepts | Form  
| | | Function  
| | | Perspective  |
| What do we want students to be able to do? | Skills | Communication  
| | | Thinking  
| | | Research  |
| What do we want students to feel, value and demonstrate? | Attitudes | Commitment  
| | | Cooperation  
| | | Creativity  |
| How do we want students to act? | Action | Inquirers  
| | | Thinkers  
| | | Communicators  |
Enduring Understanding

**What do we want students to understand?**

- Understand that advertising is all around you in many forms
- Recognise that many devices are used to engage and influence you (music, celebrities, visual imagery)
- Understand that advertisers target their advertising carefully for a particular audience

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**KEY CONCEPTS**

**FORM**
What is it like?
Advertising has recognizable features that can be identified and described.

**FUNCTION**
How does it work?
Advertising has a purpose that can be investigated.

**PERSPECTIVE**
What are the points of view?
Do advertisements present complete, factual information or simplistic, biased interpretations?

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**How you can help at home?**

- Point out ads to your child as you travel to school or on an outing – billboards, backs of taxis, bus stops, shop fronts etc.
- Watch TV with your child and comment on the ads. Draw your child’s attention to the type of ad that is played during particular TV shows.
- Talk to your child about why certain devices might have been used – bright colours, rap music etc.
- Look for product placement in TV shows.