

**Knowledge - what I already know**

I know what can be fair or unfair for me  
 I know that adverts are persuasive  
 I know some stereotypes

**Knowledge - what I will know by the end of this unit**

To understand what the real cost of chocolate can be  
 To understand when something is fair or unfair  
 To understand the potential influence of consumer power  
 To understand how the media presents information  
 To understand that advertisements can influence what we buy  
 To recognise and challenge stereotypes

**Useful vocabulary**

**Moral** - concerned with the principles for right and wrong  
**Ethical** - relating to moral principles  
**Exploitation** - treating someone unfairly in order to benefit from their work  
**Consumer** - a person who purchases good and services for personal use  
**Demand** - a desire form consumers for a particularly service  
**Logo** - a symbol or small design of a business to identify their products  
**Exchange** - the act of giving one thing and receiving another in return  
**Trade** - the action of buying and selling goods and services  
**Consider** - to think about and be drawn towards a course of action  
**Media** - a means of mass communication  
**Bias** - a concentration on or interest in one particular area  
**Report** - to cover an event or subject as a journalist  
**Article** - a piece of writing included in a newspaper or magazine  
**Influence** - the capacity to begin to change someone's beliefs  
**Advertising** - to describe or draw attention to a product to promote sales  
**Brand** - name of a company or manufacturer  
**Marketing** - to promote the selling of products or services  
**Stereotype** - an image perceived over a person or thing  
**Discrimination** - the unfair treatment to different categories of people  
**Culture** - the ideas, customs and social behaviour of a group of people/ society

**Activities**

- Create a flow chart to show the role of the shop, factory and other businesses in making cocoa beans into chocolate. Discuss the fairness of pay for all parties.
- Write some sentences about the principles behind fair-trade
- Class debate: Fair trade products are expensive and not worth it
- Discussion: What is bias? Is it right or wrong when presented in the news? Write a news article about the fair trade movement
- Design your own logo. What do you want to represent? What message do you want to give?
- Relate stereotypes to what we think of when we imagine chocolate producing countries.

**Skills**

- Take part in discussions with one other person and the whole class, and take part in a simple debate about topical issues
- Identify and respect differences and similarities between people
- Recognise choices they can make and recognise the difference between right and wrong.
- Recognise the effect of their behaviour on other people, and cooperate with others
- Understands the work and different people that goes into making simple products
- Understands the importance of fair-trade and stopping exploitation
- Understands the influences of the media and advertisements
- Recognises stereotypes and challenges discrimination and stereotypes