

GRADE 2 LEARNING PACK

Ads, Persuasion & Online Choices

Recognise simple persuasive techniques and separate advertising from learning/navigation.

LEARN • PRACTISE • CREATE • REFLECT

Original BrightPencil Kids resource - adult-led where appropriate

A4 edition • 12 purposeful pages • review copy

Print. Learn. Grow.

Grown-up guide

Learning objective

Recognise simple persuasive techniques and separate advertising from learning/navigation.

Use this pack well

- Model the first example aloud, then let the learner try.
- Ask “How do you know?” more often than “Are you finished?”.
- Use real objects, talk, movement or observation when the activity suggests it.
- Stop or shorten the session if attention or enjoyment drops.
- Open-ended pages can have many successful answers.

Quality note

This resource was written originally for BrightPencil Kids. Curriculum sources informed scope and progression only; no third-party worksheet or story text is reproduced.

Learn the idea

1 an advertisement tries to influence a choice

2 design can attract attention without proving a claim

3 ads should not be confused with download or learning buttons

Talk about it

Explain one idea in your own words. Give an example from real life, a drawing or an object if that helps.

Identify which of three fictional cards is an ad.

Spot persuasive words such as “best”, “must-have” or urgency.

Ask what evidence supports a product claim.

Redesign an ad so it is clearly labelled and separate from a download button.

Explain why children should ask an adult before purchases.

Try it beyond the page

Real-world / hands-on connection

Try one low-stakes activity with a trusted adult/teacher and discuss what felt useful or needs adapting.

Before you finish

What did you notice?

What evidence, object or example helped you?

What would you change if you tried again?

Create something

Your project

Create a fictional cereal advertisement, then annotate which parts are facts, opinions and persuasion.

Use this space for planning, drawing, mapping, designing or notes.

CHALLENGE

Think deeper

1. What evidence shows progress or a thoughtful choice?

2. Who can support this skill when needed?

3. What is one small next step?

Quick review

1. In one sentence, explain the big idea of “Ads, Persuasion & Online Choices”.

2. Draw or write one example that shows you understand.

3. Choose one activity from this pack and explain the strategy you used.

4. Write one question you still have.

Answer & discussion notes

Use these as guidance, not scripts. Open questions can have different successful responses when the reasoning is sensible and evidence-based.

1. Suggested response

Use a specific example rather than a ranking.

2. Suggested response

A trusted adult/teacher/caregiver or appropriate professional may support the learner.

3. Suggested response

The next step should be specific and achievable.

Review before publication

Check age fit, factual accuracy, clarity, accessibility, rights provenance and whether the activity works in practice. This file remains a review copy until those checks are signed off.

FINISH

My learning reflection

I finished this BrightPencil learning pack.

One thing I understand better now:

A strategy that helped me:

Something I created or noticed:

My next small question or goal:

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