

GRADE 4 LEARNING PACK

Media & Persuasion: Claims, Sponsorship & Design

Recognise persuasive techniques and keep commercial messages clearly separate from evidence and learning controls.

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 persuasive techniques and keep commercial messages clearly separate from evidence and learning controls.

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 Advertising is designed to influence attention or choice.

2 Urgency, popularity and emotional language are persuasive techniques, not evidence.

3 Commercial content should be clearly distinguishable from learning or download controls.

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 urgency, popularity and “best ever” claims in fictional examples.

Separate product fact from opinion.

Find the sponsored label in a mock adult-facing layout.

Explain why button colour does not prove a claim.

Redesign a cluttered page so learning controls are unmistakable.

Try it beyond the page

Real-world / hands-on connection

With an adult, inspect one age-appropriate advert without clicking and name the persuasive technique being used.

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 advert and annotate its techniques, including a clear commercial label.

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

CHALLENGE

Think deeper

1. Is “everyone loves it” evidence?

2. Why separate commercial content from learning controls?

3. What is sponsorship?

Quick review

1. In one sentence, explain the big idea of “Media & Persuasion: Claims, Sponsorship & Design”.

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

No.

2. Suggested response

To avoid confusion and accidental actions.

3. Suggested response

Support or promotion provided in exchange for value, which should be transparently identified when applicable.

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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