



DIGITAL LITERACY AND CITIZENSHIP IN A CONNECTED CULTURE

Scheme of Learning for Key Stage 2

Table of Contents

Safety and Security	Pages 2-5
Digital Citizenship	Pages 6-10
Research and Information Literacy	Pages 11-14



SAFETY AND SECURITY

UNIT: Safety

Pupils will:

- Compare and contrast online friends and real-life, face-to-face friends
- Understand that private information should not be given to anyone online without checking with a trusted adult
- Learn how to respond if an online friend asks them personal questions

Pupils learn that the Internet is a great place where online relationships can be developed. They compare and contrast online friends and real life, face-to-face friends and learn how to respond if an online friend asks them personal questions.

Lessons	Overview and Objectives	Activities	Common Sense Media Resources	Cybersmart and Other Resources	Links to Curriculum Areas
Safe Online Talk Key Stage 2	Pupils will <ul style="list-style-type: none"> • Compare and contrast online friends and real-life, face-to-face pals • Understand that private information should not be given to anyone online without the permission of a trusted adult • Learn how to respond if an online friend asks them personal questions 	<ul style="list-style-type: none"> • Compare differences between online and real-life friendships • Respond to a problematic online-chat scenario • Sign a checklist for safe online chatting Extension: Visit three kid-friendly websites that have monitored chat, observe whether anyone is revealing personal information, and report back to the class to think about ways to chat online safely	Full lesson plan and resources: Safe Online Talk Lesson Video: My Online Neighborhood Watch Download For Pupils: The Right Answer Student Handout Chatting Safety Checklist Student Handout For Parents: Talking Safely Online Parent Tip Sheet Safety and Security Parent Letter	Cybersmart Resources: Sharing Personal Information Other Resources: Captain Kara and Winston's Smart Crew Childnet resource KS2 CEOP Cybercafe Chat Activity A simulated activity showing possible pitfalls of using chat. Netsmartz "Who's your Friend on the Internet?" A game encouraging pupils not to something at face value, using "blind date" ty scenario. CBBC - Lonely Princess The Endless Forest	English: Writing Composition Identify the audience for and purpose of the writing. Create their own compositions using appropriate grammar and punctuation so that meaning is clear. ICT: Developing ideas and making things happen To develop and refine ideas by bringing together, organising and reorganising, text tables images and sound. Idea: 'How to talk safely online' Select appropriate tools to enable the creation of a child friendly multimedia advert or presentation based on key persuasive points about how to talk safely online. You could use picture teller , prezi , powerpoint , animoto , or any online presentation tool.



UNIT: Security

Pupils learn to create secure passwords for their accounts, learn about spam and how to deal with it, and decode website privacy policies, understanding the implications for the information that they share online.

- Pupils will:
- Identify strategies for creating and protecting secure passwords
 - Demonstrate that they know how to spot and handle spam
 - Learn which information they should avoid sharing online because it is private

Lessons	Overview and Objectives	Activities	Common Sense Media Resources	Cybersmart and Other Resources	Other Curriculum Opportunities
Powerful Passwords Key Stage 2	Pupils will <ul style="list-style-type: none"> • Understand the functions of passwords • Identify strategies for creating and protecting secure passwords • Create their own secure passwords using the lesson guidelines 	<ul style="list-style-type: none"> • Learn tips for the do’s and don’ts for powerful passwords • Respond to “yes” or “no” statements regarding the security of their current password • Create an example of a new powerful password <p>Extension: Use a mnemonic device to create a powerful password, or create a new password using an online password generator at www.maord.com</p> <p>Homework: Test the password of a parent or family member using the do’s and don’ts of powerful passwords tips from class. Give a point for each “do” and subtract a point for each “don’t,” and tally the scores</p>	Full lesson plan and resources: Powerful Passwords Lesson Video: My Online Neighborhood Watch Download For Pupils: Do’s and Don’ts of Powerful Passwords Student Handout For Parents; Security for Elementary Students Tips Safety and Security Parent Letter Tech Talk: Beyond Internet Safety Video –	Cybersmart Resources: Sharing Personal Information Other Resources: Microsoft password checker Password Rap Horrible histories How secure is my password? Make me a password Digizen - perfect passwords Roar Educate poster – Strong Passwords	English: Composition Perform their own compositions, using appropriate meaning and intonation so that meaning is clear. ICT: Reviewing modifying and evaluating work as it progresses Review what they and others have done to help them to develop their ideas. Idea: Create a password rap. Use a video or sound recorder to record, review and refine performance rap poetry.





UNIT: Security (continued)

Lessons	Overview and Objectives	Activities	Components in Common Sense Media	External Resources	Other Curriculum Opportunities
<p>You've won a prize!</p> <p>Key Stage 2</p>	<p>Pupils will</p> <ul style="list-style-type: none"> • Learn what spam is and what forms it takes • Explore strategies for safely managing unwanted messages • Demonstrate that they know how to spot spam 	<ul style="list-style-type: none"> • Compare junk mail to spam • Learn tips to handle spam safely, and use those tips to answer questions about a scenario in which a boy receives spam • Create a song about how to deal with spam, using the spam tips <p>Extension: Design posters to educate younger Pupils about how to identify and deal with spam (can also be created on www.glogster.com)</p> <p>Homework: Share their Spam Stoppers songs with family members to educate them about how to deal with spam</p>	<p>Full lesson plan and resources: You've won a Prize</p> <p>Lesson Video: My Online Neighborhood Watch Download</p> <p>For Pupils: Is It True? Student Handout</p> <p>For Parents: Security for Elementary Students Tips Safety and Security Parent Letter</p>	<p>Cybersmart Resources: Don't be fooled</p> <p>Horrible Histories One of a range of horrible histories videos – Lady Jane Grey – beware what you download – (02.48mins)</p> <p>Meet the wizzywigs (spamozoid) A Netsmartz game, part of a larger series of activities. A wide range of materials can be downloaded to an individual machine so that each pupil can login. Teacher notes for the above</p> <p>Roar Educate – Malware and Spyware poster – Bug Catcher</p> <p>Roar Educate Poster – Can the spam</p>	<p>English: Composition Plan their writing by noting and developing initial ideas, drawing on reading and research. Perform their own compositions, using appropriate meaning and intonation so that meaning is clear.</p> <p>ICT: Working with others to explore a variety of information sources and ICT tools e.g. using ICT tools to capture and change sounds. Reviewing modifying and evaluating work as it progresses Review what they and others have done to help them to develop their ideas.</p> <p>Idea: Create a 'Spam Spotters' radio jingle. Locate and use appropriate sounds, for example Audio Network, you could try editing sounds using a tool such as audacity.</p>

UNIT: Security (continued)

Lessons	Overview and Objectives	Activities	Components in Common Sense Media	External Resources	Other Curriculum Opportunities
<p>Privacy Rules!</p> <p>Key Stage 2</p>	<p>Pupils will</p> <ul style="list-style-type: none"> Learn which information they should avoid sharing online because it is private Understand which kinds of websites have privacy policies, and why Practice checking websites they visit for privacy policies and privacy seals of approval 	<ul style="list-style-type: none"> Discuss a scenario where their private information is shared without their permission Learn how their private information is protected by privacy laws that regulate kids' websites Locate privacy policies on several kids' websites <p>Extension: Draw a "privacy vault" listing which type of information (home address, phone number, etc.) should go inside</p> <p>Homework: Make privacy policies for their bedrooms that they would want family members to follow, and discuss privacy expectations with family members</p>	<p>Full lesson plan and resources: Privacy Rules</p> <p>Lesson Video: My Online Neighborhood Watch Download</p> <p>For Pupils: Privacy Checklist Student Handout</p> <p>For Parents: Security for Elementary Students Tips Safety and Security parent letter</p>	<p>Cybersmart Resources: Cybernetrix</p> <p>A simulation which allows pupils to design their own bedroom which also provides them with information on how to stay safe.</p> <p>Childnet leaflet on children and Social Networking</p> <p>The Smart Crew – Chapter 3 "Safe"</p> <p>Keeping personal information safe online</p> <p>Video showing how much information there is on the web about us.</p> <p>Roar Educate poster – online identity</p> <p>Thikuknow video Jigsaw- Becky's Story</p> <p>CBBC quiz on internet safety</p> <p>Media Smart – Digital Advise Lesson 9 on Personal Data</p>	<p>English: Composition</p> <p>Identify the audience for and purpose of the writing. Create their own compositions using appropriate grammar and punctuation so that meaning is clear. Perform their own compositions, using appropriate meaning and intonation so that meaning is clear.</p> <p>ICT: Reviewing modifying and evaluating work as it progresses</p> <p>Review what they and others have done to help them to develop their ideas.</p> <p>Idea: Create a staying safe promo video, using scripts that the class has developed together.</p>

DIGITAL CITIZENSHIP



UNIT: Digital Life

Pupils explore their roles as digital citizens in an online community, where they reflect on their responsibilities and learn that good digital citizens are responsible and respectful in the digital world (and beyond)

Pupils will:

- Understand that when they are online, they are communicating with real people
- Consider their responsibilities to their offline and online communities
- Learn that when they are online, they are responsible for themselves and for others
- Understand that good digital citizens are responsible and respectful in the online world

Lessons	Overview and Objectives	Activities	Components in Common Sense Media	External Resources	Other Curriculum Opportunities
Rings of Responsibility Key Stage 2	Pupils will <ul style="list-style-type: none"> • Consider their responsibilities to their offline communities • Reflect on their responsibilities to their online communities • Learn that good digital citizens are responsible and respectful in the digital world (and beyond) 	<ul style="list-style-type: none"> • Brainstorm about the communities they are a part of • Sit in circles representing each ring of responsibility, and stand up to answer questions about responsibilities to these rings offline and online • Make connections from different scenarios to the correlating ring of responsibility • Draw comic strips showing the consequences of irresponsible behavior online 	Full lesson plan and resources: Rings of responsibility Lesson videos: My Online Neighborhood Watch Download Digital Life Video Vignette: Amaya's Story Watch Download For Pupils: My Rings of Responsibility Student Handout Save the Day! Student Handout For Parents Video: Digital Life Parent/ Teacher Intro Video Watch Download Digital Citizenship Parent letter Digital Life for Elementary Students Parent Tip Sheet	www.digizen.org Lesson plan and activity focusing on digital values. (y6) Videos- pause before you post 5 short videos with advice around cyberbullying Roar Educate poster – Netiquette and Chat Roar Educate poster - downloading Thinkuknow – Cybercafe lesson 9 – Social networking	PSHE: SEAL Good to be me English: Reading - Provide reasoned justifications for their views. Composition - Plan their writing by noting and developing initial ideas, drawing on reading and research. ICT: Exchanging and sharing information – in a variety of forms Idea: Linked to http://www.digizen.org/digicentral/digital-values.aspx activity - Create own digital compass questions and present as an online survey perhaps as part of a class blog. Use google docs to create a form, online survey tool such as survey gizmo, monkey or survey tool within school learning platform. Explain and justify choices of questions.



UNIT: Connected Culture

Pupils begin to explore the nature of online audiences, the permanency of information online. They begin to understand the significance of published personal information.

Pupils will:

- Be able to generate solutions for dealing with cyberbullying
- Learn what they can do to be an upstander when cyberbullying occurs
- Communicate clearly and effectively by email

Lessons	Overview and Objectives	Activities	Components in Common Sense Media	External Resources	Other Curriculum Opportunities
Power of Words Key Stage 2	Pupils will <ul style="list-style-type: none"> • Empathize with those who have received mean and hurtful messages • Judge what it means to cross the line from harmless to harmful communication online • Generate solutions for dealing with cyberbullying 	<ul style="list-style-type: none"> • Adopt the perspectives of other kids who've been cyberbullied • Compare similarities and differences between in-person versus online communication • Brainstorm ways to respond to cyberbullying <p>Extension: Create a cyberbully protection kit with a shield and a list of things Pupils could say to a cyberbully (can also be created on Kerpoof.com)</p> <p>Homework: Create a cartoon about a cyberbullying situation using the Talk and Take Action Student Handout or www.makebeliefscomix.com, having parents help brainstorm solutions</p>	Full lesson plan and resources: Power of Words Lesson Video: My Online Neighborhood Watch Download For Pupils: Words Can Hurt Student Handout Talk and Take Action Student Handout For Parents: Cyberbullying Parent Tip Sheet Digital Citizenship Parent letter Connected Culture Parent/Teacher Video Watch Download	Cybersmart Resources: Cyberbullying Online Symbols Positive Online Communications Other resources: Let's fight it together (the talking head sections) Daydreaming Hull primary school video. Super action comic maker Roar Educate poster - Cyberbullying CBBC – What is cyberbullying? Kidscape advice for children on cyberbullying Beatbullying resources	PSHE: SEAL Getting on and falling out, Bullying English: Composition Plan their writing by noting and developing initial ideas, drawing on reading and research. Draft and write by describing the setting of feelings and atmosphere to convey the character. Idea: Create voxbox/ Big Brother Red chair to capture cause and effect of hurtful messages. You could use a simple video recorder, animated avatars or audio capture.

UNIT: Connected Culture (continued)

Lessons	Overview and Objectives	Activities	Components in Common Sense Media	External Resources	Other Curriculum Opportunities
<p>Group Think</p> <p>Key Stage 2</p>	<p>Pupils will</p> <ul style="list-style-type: none"> Learn that people their age sometimes think and behave differently in groups Try to understand the feelings of someone who is the target of cyberbullying Generate ways to be upstanders when faced with cyberbullying 	<ul style="list-style-type: none"> Examine the role of a bystander versus an upstander in a group cyberbullying situation Understand the feelings of someone who is cyberbullied Write a class pledge about what they will do if they witness cyberbullying <p>Extension: Pupils find a news story about cyberbullying and identify the cyberbully, the target, and the bystander then and share with the class</p>	<p>Full lesson plan and resources: Group Think Lesson Video: My Online Neighborhood Watch Download</p> <p>For Pupils; What Would You Do? Student Handout Stand Up Student Handout</p> <p>For Parents: Cyberbullying Parent Tip Sheet PBS's Webonauts parent-child homework activity Connected Culture Parent/Teacher Video Watch Download</p>	<p>Lets fight it together – cyberbullying film - Childnet</p>	<p>English: Use organizational and presentational devices to structure text and guide the reader.</p> <p>ICT: Developing ideas and making things happen To develop and refine ideas by bringing together, organising and reorganising, text tables images and sound. Exchanging and sharing information To be sensitive to the needs of the audience and think carefully about the content and quality when communicating information. Idea: Create a branching story (an interactive story that allows the reader to control the path the story takes). You could create this using video clips, powerpoint non linear text, or branching data base.</p>



UNIT: Connected Culture (continued)

Lessons	Overview and Objectives	Activities	Components in Common Sense Media	External Resources	Other Curriculum Opportunities
<p>Writing Good Emails</p> <p>Key Stage 2</p>	<p>Pupils will</p> <ul style="list-style-type: none"> Communicate effectively by email, taking into account the purpose and audience of their email and the message they want to convey Modify emails that are unclear Demonstrate that they understand the difference between effective and ineffective email communication 	<ul style="list-style-type: none"> Recognize that facial and vocal cues are absent in online and email communication Learn tips about good ways to communicate by email Edit an ineffective email message to make it more effective <p>Extension: Write a sample email that is purposely ineffective, switch with a classmate, and then rewrite them to be better</p> <p>Homework: Share good email tips with parents, and then review an email that a parent or family member has written and assess its effectiveness</p>	<p>Full lesson plan and resources: Writing Good emails</p> <p>Lesson Video: My Online Neighborhood Watch Download</p> <p>For Pupils: Say It Right Student Handout</p> <p>For parents: Effective Email Communication Parent Tips</p> <p>Digital Citizenship Parent Letter</p>	<p>Get Safe Online advice on emails</p>	<p>English: Composition Use organizational and presentational devices to structure text and guide the reader.</p> <p>PSHE: SEAL Getting on and falling out</p> <p>Idea: Design a glossary for online terminology, include emoticons :,) ,:(, capitalization = shouting, and acronyms such as LOL.</p>

UNIT: Respecting Creative Work

Pupils learn about the do's and don'ts of copying and pasting information and how to avoid plagiarism. They learn how to avoid plagiarism by putting information into their own words, putting excerpted information into quotes, and providing citations. They learn to show respect for other people's creations by giving them credit.

Pupils will:

- Learn that being respectful of "property" includes items that people create
- Practice being a respectful user of content by providing citations, putting information into their own words, and quoting authors
- Understand how giving credit is a sign of respect for other people's work

Lessons	Overview and Objectives	Activities	Components in Common Sense Media	External Resources	Other Curriculum Opportunities
<p>Whose is it anyway?</p> <p>Key Stage 2</p>	<p>Pupils will</p> <ul style="list-style-type: none"> • Define plagiarism and describe its consequences • Understand how giving credit is a sign of respect for other people's work • Learn when it is acceptable to use other people's work, and how to write a citation 	<ul style="list-style-type: none"> • Experience the feeling of having another person pretend to have written something Pupils created • Judge whether or not different situations involving schoolwork and copying others' work are acceptable • Learn proper ways to use other people's work from the Internet • Practice writing citations <p>Extension: Paraphrase a passage from the Internet, provide a citation, and judge another pupil's passage to make sure it's in their own words</p> <p>Homework: Watch a video clip of a song with a family member and judge whether or it is plagiarized from other songs</p>	<p>Full lesson plan and resources: Whose is it, anyway?</p> <p>Lesson Video: My Online Neighborhood Watch Download</p> <p>For Pupils: Okay or No Way! Student Handout Respecting People's Work Student Handout</p> <p>For Parents: Video: Respecting Creative Work Parent/ Teacher Intro Video Watch Download</p> <p>Respecting Creative Work Parent Tip Digital Citizenship parent letter</p>	<p>Roar Educate poster – web copyright</p> <p>All about explorers</p> <p>Alleyk@tz - BBC – resource on plagiarism</p> <p>Digizen - Copyright uncovered</p>	<p>English: Reading - distinguish between statements of fact and opinion. Retrieve, record and present information from non-fiction by being clear about the information they have been asked to locate.</p> <p>PSHE: SEAL - Relationships</p> <p>Idea: Create a collaborative piece of writing linked to a current curriculum focus. Include links to source information. You could use a wiki tool or something like popplet or an online thoughtmapping tool to create and present the information.</p>

RESEARCH AND INFORMATION LITERACY

UNIT: Searching

Pupils explore issues relating to online searching, including how to use effective keywords, using directories and subject categories, and how to analyze the usefulness and relevancy of their results. They learn to conduct searches that provide them with the most helpful and relevant information.

Pupils will:

- Learn the basics of how to search online using the alphabet, keywords, and subject categories
- Compare and contrast features of children’s search sites
- Interpret the usefulness of search results

Lessons	Overview and Objectives	Activities	Components in Common Sense Media	External Resources	Other Curriculum Opportunities
Choosing a Search Site Key Stage 2	Pupils will <ul style="list-style-type: none"> • Compare and contrast features of children’s search sites • Understand that they can choose the best sites for each of their searches • Explain why it is best to utilize multiple sites when doing research 	<ul style="list-style-type: none"> • Identify and record features of different search sites • Compare and contrast results of different sites • Select key words in a search question, conduct the search, and write a list of features that good search sites have Extension: Find information on a scavenger hunt by selecting the most appropriate search sites from a list of sites, and then recording the answers Homework: Use the Check Out Search Sites Student Handout to explore a search site with a family member	Full lesson plan and resources: Choosing a Search Site Lesson Video: Searching Video Vignette: Solomon's Story Watch Download For Pupils: Check Out Search Sites Student Handout Search Site Features Student Handout For Parents: Smart Searching Parent Tip Sheet Research and Information Literacy Parent Letter	Cybersmart Resources: Appropriate Online Content Other resources: BBC Webwise site on searching Searchbox – Childrens Search Engines Kidsmart safe searching	ICT: Developing ideas and making things happen To develop and refine ideas by bringing together, organising and reorganising, text tables images and sound. English: Comprehension - maintain positive attitudes to reading and understanding of what they read by: a. continuing to read and discuss an increasingly wide range of fiction, poetry and information books Idea: Linked to activity above demonstrate effective searching – choose from a range of search sites you could also try www.swiggle.org.uk to search for information related to current curriculum focus.

UNIT: Research and Evaluation

Pupils develop skills for evaluating websites, online information, and advertising by rating the trustworthiness and usefulness of websites, and learning to identify different types of online advertising.

Pupils will:

- Learn effective techniques for evaluating the trustworthiness, quality, and appeal of websites
- Apply criteria to rate the quality of informational websites
- Understand that the purpose of online advertising is to make people feel good about products and persuade them to buy
- Identify online advertising and become aware of when they are being targeted with ads

Lessons	Overview and Objectives	Activities	Components in Common Sense Media	External Resources	Other Curriculum Opportunities
Right Sites Key Stage 2	Pupils will <ul style="list-style-type: none"> • Explore the differences between quality and appeal as they evaluate children’s informational websites • Evaluate informational websites and compare their findings • Understand that they need to consider both the quality and appeal of a site when choosing which informational websites are right for them 	<ul style="list-style-type: none"> • Visit two different websites about extreme animals and rate the sites according to their quality and appeal • Compare ratings with others to understand that perspectives about quality, and especially appeal, might differ Extension: Pupils rate their favorite informational sites, trade with a classmate, rate their classmate’s favorite site, and compare results Homework: Explore an informational website with a family member using the Which Sites Are Right for You? Student Handout	Full lesson plan and resources: Right Sites For Pupils: Which Sites Are Right for You? Student Handout For Parents: Research and Evaluation for Elementary Students Parent Tip Sheet Wikipedia Parent Tip Sheet Research and Information Literacy Parent Letter	Cybersmart Resources: Don't be Fooled Other resources: Kentucky Virtual Library – How to do research	ICT: Exchanging and sharing information – in a variety of forms, be sensitive to the needs of the audience when communicating information, e.g. for parents. English: Comprehension - provide reasoned justifications for their views. Idea: Create a home learning guide. Each group creates a guide to the best sites for given areas of the curriculum for example best sites for maths homework. You could present this as a blog or a simple web page.

UNIT: Research and Evaluation (continued)

Lessons	Overview and Objectives	Activities	Components in Common Sense Media	External Resources	Other Curriculum Opportunities
<p>Rating Websites</p> <p>Key Stage 2</p>	<p>Pupils will</p> <ul style="list-style-type: none"> Evaluate the quality of informational websites Rate informational websites by applying various criteria Compare their results and learn that all sites are not of equal quality 	<ul style="list-style-type: none"> Discuss criteria Pupils currently use to evaluate websites Rate the quality and usefulness of an informational site as a class, then work in small groups to rate a second site Share which evaluation criteria are most important and how they can use this criteria in future research <p>Extension: Research an historical event and use the Score Your Site Student Handout to find one reliable and one unreliable source of information on the topic</p> <p>Homework: Choose a product or appliance at home and search online with a family member to find ratings and reviews, deciding which sites are the most trustworthy</p>	<p>Full lesson plan and resources:</p> <p>Rating Websites</p> <p>For Pupils:</p> <p>Score Your Site Student Handout</p> <p>For Parents:</p> <p>Research and Evaluation for Elementary Students Parent Tip Sheet</p> <p>Wikipedia Parent Tip Sheet</p> <p>Research and Information Literacy Parent Letter</p>	<p>Spoof website on the tree octopus</p> <p>All about explorers</p> <p>Education Scotland – Information and critical literacy</p> <p>The tomato spider website</p> <p>Media Smart – Digital Advise</p> <p>A series of lessons on websites and advertising</p> <p>Google Digital Literacy Tour – Workshop 2 Detecting Lies and Staying True</p>	<p>(linked to activity above)</p> <p>Each group reviews and rates the list of best sites created by their peers.</p>

UNIT: Research and Evaluation (continued)

Lessons	Overview and Objectives	Activities	Components in Common Sense Media	External Resources	Other Curriculum Opportunities
Advertising Detectives Key Stage 2	Pupils will <ul style="list-style-type: none"> Identify different kinds of advertisements on websites Understand that the purpose of online advertising is to make people want to buy products Learn that websites try to make visitors want to hang out there so they can see more ads Understand that online ads often target them 	<ul style="list-style-type: none"> Discuss the similarities between a mall and a website, as both are inviting and try to make products look good Learn about the five kinds of online ads on children’s websites Analyze a variety of children’s sites and identify different kinds of online ads Extension: Create an Ad Detectives poster explaining the purpose of online advertising and how to identify it Homework: Challenge a family member to be an ad detective by choosing their favorite site and then together recording how many ads they can find there	Full lesson plan and resources: Advertising Detectives For Pupils: Be an Ad Detective Student Handout For Parents: Research and Evaluation for Elementary Students Parent Tip Sheet Research and Information Literacy Parent Letter	Roar Educate poster – web research Roar Educate poster – let’s go shopping CyberQuoll ‘Trying it on’ (cyber marketing) MediaSmart lesson on Body Image Media Smart – Digital Advise A series of lessons on advertising	English: Comprehension - provide reasoned justifications for their views. ICT: Finding things out - to interpret information, to check it is relevant and reasonable and to think about what might happen if there were any errors or omissions. Idea: Devise a chart for TV Ad detectives. Choose a program and then log the adverts that are on in between, looking at type, what they are selling, what features they have got. Review information to find trends compare and contrast online vs TV. Discuss when they are being targeted by advertising.

