

English - lesson plans for non-teachers

FAIR TRADE - persuading others

Key Stage 2

Ages 7 - 11, Scotland P3 - P6

Year 4

Where this lesson will fit into the national curriculum

This lesson is suitable for primary school children aged 7-9. It introduces fair trade and its benefits by looking at the packaging on a range of fair trade products and considering how persuasive it is. Within Literacy (English), Non-fiction Unit 4 'Persuasion', children normally study how words and pictures can be used to persuade. This would normally take place in the summer term of year 4.

You will need

- To collect cardboard box packaging from a number of different fairly traded goods such as the box that contains Traidcraft Geobars (cereal bars). 6 different examples in all.
- To prepare and photocopy the information from the packaging so that the children can see the words and the pictures or photographs.
- To ask the teacher to prepare the class to work in 6 different mixed ability groups. Fluent readers and writers can help other children in the group who find these skills more difficult.
- To have a large Fairtrade Mark to show the children (see the accompanying resources with this lesson).

Traidcraft has a world map poster with producer photos around the outside and an indication of where products are sourced from. This can be purchased for £2 using code 45736.

Introduction to the lesson

(10 minutes approx)

Begin by establishing what the children know about packaging. Ask a few general questions and encourage the children to put up their hands to answer.

Why do our cereal bars come in printed boxes?

What's the point of the pictures and writing all over them?

Does anybody actually read this stuff?

There are no right answers at this point in the lesson – you just want to stimulate some thinking.



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Leading the lesson

Ask the children to split into small groups and give each group their own example of packaging from a Fairtrade product. Ask the children to look very closely at the box they have been given. Set them a challenge:

- Who can find a picture on their box that they think is really interesting?
- Who can find a word or sentence that makes them want to have this product?
- What facts can you learn about the product in your box from the pictures and the writing on it?

Call the class together and ask one person from each group to report back on the pictures, words and facts that made an impression on them.

Introduce the idea of 'persuasion' – that these boxes are like advertisements trying to get you to buy what's inside. Hand the children a photocopy of the packaging they have been examining. Ask the children to circle the things on it that they find persuasive. Ask them to write a sentence beside each circled picture or word or fact explaining why, in their personal opinion, this makes them want to buy the product.

Show the children a picture of the Fairtrade Mark and explain what it means (see 'Thoughts to leave with the children'). Ask the children whether they have seen it before and where.

Think about reasons to buy fair trade that you have found on the packaging. Choose your favourite reason and make it into a persuasive sentence to encourage others to buy this fairly traded product.

When the children have finished writing ask a few to share what they have written. Encourage them with positive responses to their efforts.

Thoughts to leave with the children

Remind the children of the positive benefits of fair trade to producers.

Ask them what they have learned today. Explain that they can influence their parents/those they shop with to buy more fair trade products and they can request fair trade products themselves. Give them examples of some everyday fair trade products that they can look out for. Suggest that, as a class, they collect empty packaging carrying the Fairtrade Mark or from a fair trade company like Traidcraft and make a display to help demonstrate the impact they and their families have had on Fairtrade producers.

If the school is not already a Fairtrade School or working towards this, leave the teacher with information on how to go about becoming a Fairtrade School and how Traidcraft can help them to get more involved.

Follow-up activities

In future lessons the children could be encouraged to produce a storyboard for a video promoting a particular fair trade product, or the idea of fair trade itself. They could write a voice-over script or record the video if the school has the resources available.