# Toys and gender
# Lesson plan for primary schools

# Ages 9-11 (Upper KS2 / Curriculum for Excellence 2nd level)

www.lettoysbetoys.org.uk/lesson-plans/

---

## Curriculum

*England, Wales and Northern Ireland:*

English (Spoken language), Maths (statistics), Art and Design, Design &Technology

*Scotland:*

Literacy and English, Expressive Arts (including art and design), Technologies

## Learning objectives

Children will learn to:

- Compare adverts to identify the use of gender in advertising
- Identify how adverts use gender
- Identify the impacts of using gender in advertising

## Lesson Aims

Today we will:

- Explore how toys are advertised using gender
- Create an inclusive toy advert
- Develop team work and presentation skills

## Who can do this?

*All:* All students will discuss and look at examples of how gender is used in advertising
*Most:* Most students will discuss the impact of gender based advertising
*Some:* Some students will use addition, subtraction and statistics to create a new inclusive toy advert

## Resources needed

Scrap paper
Internet and projector
Catalogues/newspapers/magazines/internet

## Activity 1

**Whole Class ** 10 minutes**
***Teacher:*** Play Moonsand advert (*https://www.youtube.com/watch?v=Zgdj5FXOOp8)*
***Students:*** Complete the Venn diagram on paper to explore similarities and differences in the two adverts. Students to consider:

- *Adjectives used*
- *Language used*
- *Music*

***Students:*** Discuss responses as a class and guess what they will be studying about today.
***Teacher:*** Lead discussion using following questions:
*What is the same about these adverts? What's different? Why do you think the company used those adjectives? Would all boys/girls like this advert? Why/why not?*
Show learning objectives.

## Activity 2

**Team Activity ** 10 minutes**
***Students:*** Thought shower: Students to discuss why toys are important. Record team answers on paper.
***Teacher:*** Use student's responses to discuss the importance of toys being available to boys and girls to develop important skills for the future, and to have fun! Show before and after pictures of toy shops and toy advertisements from www.lettoysbetoys.org.uk/before-and-after/

***Students:*** Talk to their partner about how a girl may feel if they wanted something from the 'boys section', and vice versa.

***Teacher:*** Remind students of their responses from the thought shower and ask students: *is this fair? Why/why not?*

If time, show the class The Gendered Advertising Remixer at www.genderremixer.com

## Activity 3

**Team Activity **10 minutes**
***Students:*** Using catalogues/magazines/newspapers/internet, teams find examples of toys advertised to boys, girls and both. Students cut these out and make a team collage. Students must consider:

- Colour
- Children in the advert
- Adjectives and language used

## Activity 4

**Team Activity ** 30 minutes**
***Students:*** Choose a toy to market in an inclusive way and pitch their ideas to 'Dragons' (the teacher, teaching assistants) for an investment of £500. Students can either adapt a toy from their collage or create a new toy.
***Teacher:*** Dragon's Den clip can be shown if needed.
https://www.youtube.com/watch?v=kQTzLJCUtjk

***Students:*** Begin by discussing what toy they will create and how they will market it inclusively. Remind students to consider:

- Colour
- Children in the advert
- Adjectives and language used

Tasks can be completed as a team or in sub teams where tasks are differentiated.

*Finance team:* Higher ability
*Creativity and Strategy team:* Middle ability
*Marketing team:* Lower ability

Worksheets for each team are included in this lesson plan.

***Teacher:*** Complete lesson by asking students to pitch their new toy. Discuss as a class why it is important that toys are marketed in an inclusive way. Discuss how class can make a difference.

**This lesson plan has been developed by Let Toys Be Toys as part of our work to help challenge gender stereotypes. Many thanks to the teachers who helped with their advice and feedback. If you have any feedback or additional ideas, please contact us at lettoysbetoys@gmail.com.**