



Brief Description (Objective): The students will be able to realize the importance of making careful and thoughtful choices of words while advertising their products.

Teaching Aids: TRD

Concept-Value Connection:

- Discrimination in advertising helps them make smart decisions. It assists them in selecting only the most effective concepts for their advertisements.
- Likewise, in life, discrimination helps us to make thoughtful decisions rather than following people's advice blindly.

Activity: Story

Once in a busy market during mango season, a shopkeeper proudly displayed an advertisement sign that read, '**Best Mangoes Sold Here**'.

A passerby suggested, "You don't need the word 'here', in this ad. We know it's a fruit market." The shopkeeper agreed and removed 'here'.

Next, someone said, "We're in mango season. Everyone sells mangoes. You can skip 'mangoes'." The shopkeeper agreed again and erased the word 'mangoes' from the board.

This went on, with different people suggesting different things. The shopkeeper followed every suggestion, erasing words one by one.

Soon, the sign went completely blank. The shopkeeper realized that he had made a mistake by blindly following ideas without thinking smartly. He understood that not all suggestions are helpful and that it's important to choose wisely.

With this lesson in mind, he thoughtfully created a new advertisement sign, "**Mango Delights: Taste the Freshness,**" that highlighted the special quality of his mangoes and made his shop stand out in the market.

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Discussion Questions:

(Open questions)

1. If you were one of the strangers' offering suggestions to the shopkeeper, what would you have suggested and why?
2. If you were the shopkeeper, what would you have kept on the sign, and what would you have changed? Why?
3. Think about a situation where you had to make a choice. How did you decide what to do?

Points to Ponder:

- Think before you decide.
- Stay true to your own ideas.
- Thoughtful choices boost your confidence.
- Listen to helpful advice.