



# Toys and Gender

## Lesson plan for primary schools

### Upper KS2 (Year 5 and 6)

[www.lettoysbetoys.org.uk/lesson-plans/](http://www.lettoysbetoys.org.uk/lesson-plans/)

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#### Curriculum

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

#### 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=Zgdj5FX0Op8>)

**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.lettoysbetoy.org.uk/before-and-after/](http://www.lettoysbetoy.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](http://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:** Create an inclusive toy 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 make it inclusive. 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 inclusive. Discuss how class can make a difference.

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**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](mailto:lettoysbetoys@gmail.com).**

# Creativity and Strategy Team



Congratulations, you are part of the Creativity and Strategy team!  
Use your creativity and organising skills to impress the Dragons!

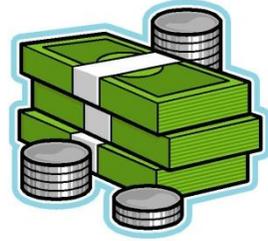
How is your toy inclusive?

Draw a picture of your toy

Use another piece of paper to plan your pitch. Think about;

- What you will say
- How you will introduce your toy
- How to make your pitch interesting. Can you include a song, rap or poem?

# Finance Team



Congratulations, you are part of the finance team!  
Use your mathematical skills to make the most profit.  
***Remember to show your working out to impress the Dragons.***

## Pricing

What is the selling price of your toy?

Estimate how much it will cost to be make one toy.

What is your profit per unit (toy)?

## Sales and Offers

What are your predicted sales per month/ per year?

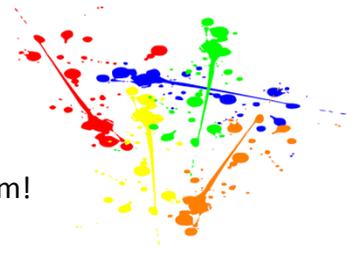
How will you spend the **£500** investment from the dragons?

Will you provide any offers or discounts on your toy?

## Extension:

Can you draw any graphs to show how much profit you hope to make?

# Marketing Team



Congratulations, you are part of the Marketing Team!  
Use your creativity skills to impress the Dragons!

Target Audience

Who do you think will buy your toy?

Slogan

Can you think of a catchy slogan for your toy?

Logo

Draw a logo (symbol) for your toy

What is special about your toy?

