

**Integrity Curriculum**  
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**Beacon Hill Friends Meeting**  
**First Day School 2011-12**

**Lesson 4: Partial Truths - Advertising**

**Silent worship.** Begin with 5 minutes of silent worship. Use a candle or other object (like the jar of water with sludge slowly sedimenting down) to help kids center down.

**Quotes** – *keep these on display throughout the lesson without comment.*

*“Integrity is the essential Quaker test.” - Wilmer Cooper, Pendle Hill pamphlet on Integrity*

*“... and the truth shall set you free.” – John 8:32*

*“If you tell the truth, then you don’t have to remember anything.” – Mark Twain*

**Review** (5-7 minutes, Jeopardy style – quick response, treat for correct answer)

Last time we talked about partial truths: in a situation, how much of the truth do you decide to tell? We talked about how hard it can be to weigh the costs of telling the truth versus the costs of not telling the truth in the heat of the moment. The temptation to lie is very strong if it saves your skin. The costs of lying usually become apparent at a lag – only after you’ve told the lie (e.g. your conscience bothers you, you get stressed out keeping all your lies straight, etc).

However, by “spiritual training,” you can learn to weigh the costs of truth versus lying quickly, in the heat of the moment, and make the best decision at the time the situation is happening (not after). Spiritual training – strengthening your “moral muscles” -- is like physical training: the more you do it, the easier it becomes.

Today we will talk about another aspect of Partial Truths – advertising.

What is the purpose of advertising? (*possible answers: to inform, to sell a product*)

What are some ways advertisers get you to buy something? (*group discussion – what are the things advertisers appeal to?*)

Display various ads from magazines etc. Briefly discuss, for each one, what is the basis of their appeal. For example, food ads appeal to a sense of coziness, or satisfaction , or health etc.

Activity: make up your own ad. Let kids choose from a paper bag various objects. They have to make up an ad to sell that item. (can be in form of a skit, or a print ad that they draw). Compare ads and discuss the types of appeals they used.