

# How can we, as advertisers, persuade someone to buy our chocolate bar?

## STICKY KNOWLEDGE FOR SCIENCE Animals including humans: digestion and teeth

- Teeth are used for cutting and chewing food.
- They start the digestive process which gives us the energy we need to live.
- Humans look after their teeth by brushing and flossing and ensuring that they do not eat foods high in sugar.
- Not looking after teeth can lead to an increase in plaque and tooth decay.
- The digestive system begins with the mouth and teeth where food is ingested and chewed.
- Animals have different types of teeth, each with a specific function. The teeth an animal has depends on the animal's diet.
- A carnivore has large sharp canines so it can easily rip and tear meat.
- A herbivore has lots of large incisors and molars to help cut and grind vegetation.
- An omnivore has a mixture of teeth due to the range of diet.
- It takes about seven seconds for food to travel from your mouth to your stomach.

## STICKY KNOWLEDGE FOR HISTORY A non-European society that provides contrasts with British history: Mayan civilisation

- Maya civilization was from 1500 BCE to 900 CE
- In 500 BCE, the Mayas started to build their first large settlements
- Chichen Itza was among the largest settlement for its time of anywhere in the world
- Mayans farmed on land they terraced and made fertile
- Their staple diet was maize and they even worshipped maize as a God
- Mayans drank chocolate - it was unsweetened and spiced with chilli
- Pyramids were built with temples on top and observatories
- Maya worshipped many gods and believed in offering blood
- Mayans are known for their writing in hieroglyphics, their advanced number system and their buildings
- The Spanish arrival forced the Mayans to give up their gods and become Christians

### ESSENTIAL VOCABULARY

Chichen Itza	The Mayans most well-known pyramid.	settlement	A place where people have come to live and have built homes
cacao	Seeds that the Maya used to make chocolate	terraced	A steep sloped levelled off in steps to farm on
Maya	Ancient tribe that controlled much of Central America	hieroglyphs	A stylised picture of an object representing a word, syllable or sound
civilisation	A highly organised and resourced human society	temple	A building used for the worship of a god or gods
ritual	A religious ceremony with actions in a particular order	digestion	The process of converting food into nutrients for the body

### MUSIC

Sounds and recycling :  
making and understanding sound

### RE

Are all religions equal?

### PSHE

Valuing differences

### PE

Handball  
Rugby  
Indoor athletics

### MATHS

Addition  
Subtraction  
Measurement  
Multiplication  
Division

### COMPUTING

Creating media - Audio production  
Online relationships

### DT



**CORE TEXT**  
Writing to persuade



### HOOK

Chocolate tasting

### TRIPS / VISITORS

Chocco personnel

### END PRODUCT

Making our own chocolate bar