



ADVERTS: Zoya's Story

Read the following story out to your class. If you wish, you could have children take turns to stand up and act out the story as you read.

Zoya's Story

Zoya is 7. She likes playing racing cars with her older brother Mattie. She likes watching cartoons on TV. She loves swimming, but hates getting her hair wet, because it takes ages to dry! Zoya has a lot of hair - beautiful black curly hair that stands out from her head like a cloud!

Zoya's Mum sometimes puts brightly coloured beads in her hair, or takes her to the shop to get it braided into neat rows. Zoya loves her hair, it always bounces a bit when she runs and she finds it funny!

But one day, Zoya was watching cartoons on TV with Mattie, when there was an advert break. Zoya didn't usually bother watching the adverts - they were boring - so she usually jumped down and played racing cars on the floor with Mattie when they were on. But today, something made her stop and watch.

On screen was a young woman with beautiful long black hair. Beautiful long STRAIGHT black hair. Zoya didn't think she'd ever seen someone look so beautiful. As she walked down the street, the woman's hair shone in the sunlight and moved from side to side like a glossy curtain down her back. People turned to look at her as she passed by.

Then the voice on the advert said, "Nobody likes frizzy hair. Smooth hair is beautiful. Tame the beast with our new, top of the range straighteners." Then the advert cut to images of the beautiful black haired woman putting straighteners through her already smooth and shiny hair.

Zoya suddenly didn't want to watch any more TV. She raced up to her room, Mattie calling after her, but she didn't listen.

Zoya stood in front of her mirror, looking at her hair. Suddenly she hated her curly hair. She didn't look anything like the beautiful black haired woman in the advert. She didn't have beautiful, straight, smooth hair. She had curly hair. 'Frizzy' hair. What had the voice on the advert said? "Nobody likes frizzy hair. Smooth hair is beautiful. Tame the beast with our new, top of the range straighteners."

Appendix Two

Lower Key Stage Two

Module 1: Created and Loved by God

Unit 3: Emotional Well-being

Session 2: What Am I Looking At?



But Zoya couldn't go out and buy straighteners, she didn't have any money! And her Mum wouldn't understand if she told her! But Zoya knew the truth - 'Nobody likes frizzy hair!' Then she thought, 'nobody will like ME if I've got frizzy hair!'

So Zoya grabbed her scissors from the desk and started cutting off big handfuls of the beautiful, bouncy hair that she had once loved. She thought, "I'll tame the beast by cutting it off, even if I can't have those straighteners!"

Then her bedroom door opened, and in walked Zoya's Mum.