

## ■ Learning to read carefully takes time



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## ■ What we do and why we do it

Bonny wants mum to buy things from the toy catalogue.

Mum says: Look how expensive they are.

Children like to look at catalogues and choose things they'd like to own.

With an adult helping, they learn to think about value for money and whether the family can afford it.

Later, they will realise that advertising is 'selling something' and learn to read it carefully.

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