



FOURTH GRADE LESSON: Food Advertising SC STANDARD: 4.1.2



It's your world.

FOOD ADVERTISING

OBJECTIVES:

- Understand that food advertisers' job is to sell their product
- Recognize how advertising may stretch the truth to appeal to an audience
- Answer Who, What, When, Where, and How questions concerning food advertisements

LET'S GET STARTED! (10 MINUTES):

- Explain the purpose of advertising for food
- Discuss how food advertisements are meant to appeal to an audience in order to sell a product
- Explain tactics companies use to help sell products, including stretching the truth

ACTIVITY (15 MINUTES):

- Examine food advertisements and answer questions about their purpose

WRAPPING UP (5 MINUTES):

- Talk about how food advertising can be harmful or confusing
- Hand out Boss' Backpack Bulletin sheet and explain the weekly task

SC STANDARDS:

- 4.1.2 Transact with texts to formulate questions, propose explanations, and consider alternative views and multiple perspectives.

MATERIALS:

- Magazines
- Advertising Detective Worksheet
- Boss' Backpack Bulletin Handout

LET'S GET STARTED!

- This week we are going to talk about food advertising! Explain what food advertising is and why companies do it. Provide examples, and ask students if they can think of any examples to share.

DIALOGUE BOX

- Today we are going to talk about food advertising! Advertising is what companies do in order to sell their products. Commercials on TV and the radio, and ads in magazines and on billboards are all meant to market a certain product so that people will want to buy it. Companies spend a lot of money on advertising to make sure people see and hear about their products.
- Companies that make food advertise so that you will buy their products instead of someone else's. You've probably seen advertisements for specific brands of cereals, snacks, and drinks. Can you think of any examples you've seen?
- Explain tactics that companies use to get an audience's attention and to convince people to buy their products. Talk about marketing directed specifically toward kids.

DIALOGUE BOX

- Companies spend a lot of time and money researching methods that will attract the most people and best sell their products. Catchy slogans, songs, use of celebrities or cartoon characters and using 'buzz words' to make their products sound better and more exciting are all strategies companies use to get you excited about their products.
- Advertisements often end up making you want a certain product or convincing you that you need it because it is presented in an appealing way.
- The commercials you see during the shows you watch are designed specifically for you. Companies know that kids will be watching certain shows, so they market products for kids during those shows.
- Can anyone think of some advertisements they see on TV for a certain food? What type of things do the commercials use to make you want to buy their product?
- Talk about how food advertisements usually stretch the truth to make their products seem better or healthier than they really are. Just because something sounds good on a commercial doesn't mean it is; they just want you to buy their product!

DIALOGUE BOX

- A lot of times you'll hear about how a product is good for you or a healthy choice, but that isn't always true.
- Food advertisements are meant to sell their product, so oftentimes they stretch the truth in order to make their product seem better than it is.
- Things like fruit juice or fruit gummies aren't healthy for you even though they have fruit in the name or claim to be made with real fruit! They have lots of sugar and other unhealthy things in them despite appearing to be a healthy choice.
- Advertisements for things like snacks and cereals may use buzz words like "natural," "part of a complete breakfast" or "a good source of (fiber, calcium, whole grains, etc.);" to convince you that they are healthy when in reality they aren't nearly that good for you! They may have a small amount of those things, but usually they stretch the truth to make it seem like they have LOTS of healthy contents. They also do not mention all of the contents of their products that are not healthy like the sugars and unhealthy fats.
- Sometimes you may see a celebrity or athlete telling you to buy a certain product. Companies pay them to promote their products, so don't be fooled just because your favorite actor, sports player, or TV star says they support a product!
- Distribute the the Advertisin

DIALOGUE BOX

- Inspect the food advertisement on the handout. Think about how the company is trying to attract your attention or get you to buy their product.
- Answer the questions on the Advertising Detective Worksheet about the food ad.
- Once everyone is finished, review the answers with the class. Review any advertising techniques students have questions about.

ADDITIONAL ACTIVITY

- Another activity that can be added is a persuasive writing assignment. Have students pick a specific audience and write a paragraph explaining why they should eat a certain healthy food and convince them to eat it more often!

WRAPPING UP

- Ask students to name some of the ways food advertisers try to sell their product. Remind them to look out for exaggerated advertising!
- Distribute the Boss' Backpack Bulletin with the weekly goal. Students will be able to share their own food advertisement later in the week.



ADVERTISING DETECTIVE

Look through some magazines and find some advertisements for different food items. Remember to look for advertising techniques that appeal to the viewer and seem to make the products appear better than they are. Answer the questions below.

1. Who is the author/company producing the advertisement?

2. Who is the target audience of the advertisement?

3. What is the purpose and message of the advertisement?

4. When and where would you see this advertisement?

5. How does the advertisement attract your attention?

6. How is the advertisement misleading?

Name: _____ Date: _____

BOSS' BACKPACK BULLETIN

Your goal this week is to design your own advertisement for a healthy food! Pick any fruit, vegetable, or other Go food and design an advertisement in the box below that encourages people to eat more of it! Make sure to highlight the healthy qualities and appeal to your target audience.

