



Food Education Standard 4: Food behaviors are influenced by external and internal factors.

Food Advertisements

Grade Levels & Subjects: Early Childhood and K - 2 English Language Arts

Learning + Food Objectives:

Students will learn how food behaviors are influenced by external and internal factors by looking at food advertisements and identifying text features and information in the text and illustrations.



Common Core Standards:

Common Core English Language Arts

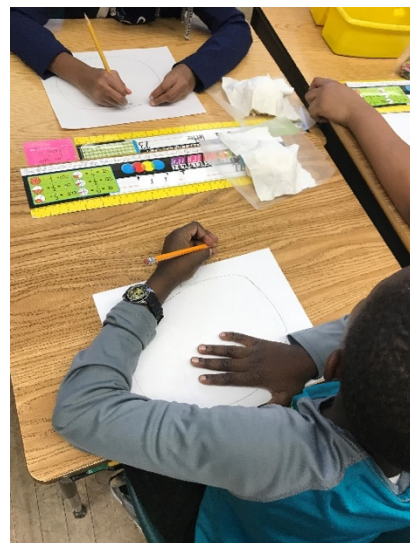
Text Features and Information in Food Advertisements

[CCSS.ELA-LITERACY.RI.1.5](#)

Know and use various text features (e.g., headings, tables of contents, glossaries, electronic menus, icons) to locate key facts or information in a text.

[CCSS.ELA-LITERACY.RI.1.6](#)

Distinguish between information provided by pictures or other illustrations and information provided by the words in a text.



MATERIALS NEEDED

- Food advertisements gathered by students or teacher
- Student Worksheet (Attached below)

CLASSROOM PROCEDURE

INTRODUCTION (10-15 minutes)

1. Ask students to name something they have eaten recently (or for a specific meal). After student identifies a food, ask student to think about why they ate it. Prompting questions could include:
 - Who did you eat the food with?
 - Did you eat that food because you were with that person – maybe that person prepared the food for you?

- Did you eat that food because you really enjoy it?
 - Did you eat that food because it is healthy and good for your body?
 - Did you eat that food because it's part of your school meal?
 - Have you ever see that food advertised – shown on a poster, on tv, on the bus/train – in your neighborhood?
2. Make a list as a class using student responses.

INSTRUCTION (30 minutes)

1. Tell students that today you will be investigating how food advertisements affect us – whether we realize it or not! Teacher may need to define what a food advertisement is and adjust language based on students – advertisements could also be referred to as posters about food, videos, commercials on tv in between shows, and/or pictures seen around the neighborhood while driving and/or on the train or bus.
2. To activate prior knowledge, ask students if they remember specific food advertisements they have seen. If so, ask them why it was memorable.
3. Share several food advertisements with students – teacher can choose which ads to show students – several resources are provided in the Additional Resources section below if needed. It is recommended to show a cereal advertisement for children and a cereal advertisement for adults to compare.
 - a. As you show students each advertisement, prompt them with questions such as the following to encourage them to think about what the ad is telling them/the audience to do. You could also make a list of the answers to these questions.
 - What do you notice about the ad?
 - What do the words say? What do they mean? Are they telling us information or telling us to do something? Are there any text features that you notice?
 - What do the illustrations/pictures look like? What do they mean? Are they showing us something?
 - How does it make you feel?
 - Do you want to eat (or try) this food? Why or why not?
4. For independent practice, teacher can provide an advertisement for the students to analyze and answer questions about or students can be asked to find one on their own or with the help of someone else.

CLOSING (teacher discretion)

1. Ask students to look out for advertisements of food that they see over the next few days.
2. Have them present the ad to the class.
 - a. Teacher could choose to specifically ask students to look for healthy food advertisements. Although finding healthy food advertisements is ideal, it is also helpful for students to look at unhealthy food advertisements and to think more critically about what they notice.

ADDITIONAL RESOURCES

- Examples of food advertisements
 - "Food Advertising Examples of Creative Ads" by GourmetAds - <https://www.gourmetads.com/articles/food-advertisement-examples/>
 - "Food" by Daily Commercials - <https://dailycommercials.com/category/food/>
- Resource about nutrition for children: "Nutrition for Kids: Guidelines for a Healthy Diet" from The Mayo Clinic: <https://www.mayoclinic.org/healthy-lifestyle/childrens-health/in-depth/nutrition-for-kids/art-20049335>

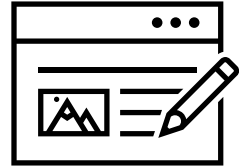
The student worksheet below can be printed or copied onto any online learning platform.



Foods on TV and Signs Around Us

Depending on the level of the student, this activity can be completed independently, with the help of someone else, or questions could be answered orally to show understanding.

Answers can be written using words or drawings.



What food is being shown?

What do you notice about the text features and words in the advertisement?

What do you notice about the illustration or pictures in the advertisement?



How does this advertisement make you feel?

Do you want to eat this food? Why or why not?