



EDUCATOR GUIDE

A RECIPE FOR ACTION: DECONSTRUCTING FOOD ADVERTISING

A research-based approach to media literacy and health education

Middle School Unit



A RECIPE FOR ACTION: DECONSTRUCTING FOOD ADVERTISING

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II. Ten Lesson Plans (45-55 Min. Each)

ACTIVATE, DISSEMINATE, PARTICIPATE!

25	Norms	
	Lesson	
27	1. What is Media?	
39	2. What is Nutrition?	
47	3. Key Question #1:	Who created this message?
	Core Concept #1:	All media messages are constructed.
61	4. Key Question #2:	What creative techniques are used to attract my attention?
	Core Concept #2:	Media messages are constructed using a creative language with its own rules.
71	5. Key Question #3:	How might different people understand this message differently?
	Core Concept #3:	Different people experience the same media message differently.
79	6. Key Question #4:	What values, lifestyles and points of view are represented in, or omitted from, this message?
	Core Concept #4:	Media have embedded values and points of view.
85	7. Key Question #4:	What values, lifestyles and points of view are represented in, or omitted from, this message?
	Core Concept #4:	Media have embedded values and points of view.
91	8. Key Question #5:	Why is this message being sent?
	Core Concept #5:	Most media messages are constructed to gain profit and/or power.
101	9. Using the Five Key Questions:	Practice! Practice!
113	10. Putting it All Together:	Making an Ad
125	11. Pre-Post Test	



Outline of Key Ideas 10 Lessons

<u>Lesson Title</u>	<u>Media Literacy Process</u>	<u>Nutrition Theme</u>	<u>Content Knowledge</u>
1. What is Media?	Relationship with media Global nature of media Fact vs. Opinion	Food advertisements	Counting commercials
2. What is Nutrition?	Effect of advertisements on eating habits	Food Groups Balanced Diet Understanding Labels	My Plate
3. Key Question #1: Who created this message?	Authorship	Profitability of advertising	Production credits
4. Key Question #2: What techniques were used to attract my attention?	Format Creative Techniques	Effect of visuals/photography	Evidence-based analysis
5. Key Question #3: How might others understand this message differently?	Audience	Advertising to children	Point of view Consequences Personal choice Responsibility
6. Key Question #4: What lifestyles, values and points of view are <i>represented</i> this message?	Included	Food Branding	Branding Global branding
7. Key Question #4: What lifestyles, values and points of view are <i>omitted</i> from this message?	Omitted	Food Branding	Branding Global branding
8. Key Question #5: Why was this message sent?	Purpose	Profit/Power from sending messages	Image marketing
9. Using the Five Key Questions: Practice! Practice! Practice!	Close Analysis	Deconstructing food advertisements	Comparing and Contrasting
10. Activate, Disseminate, Participate	Media Diet Analysis Construction Empowerment Spiral 5 Key Questions Q/Tips PSA	Awareness of advertising affects re: food choices	Responsibility of Producers Creating a media message