

How Does Advertising and the Media Affect My Food Choices?



Learning Intention:

- I can identify different ways that advertising and the media can affect my choices.
- CfE: I am discovering the different ways that advertising and the media can affect my choices (HWB 1-37a).

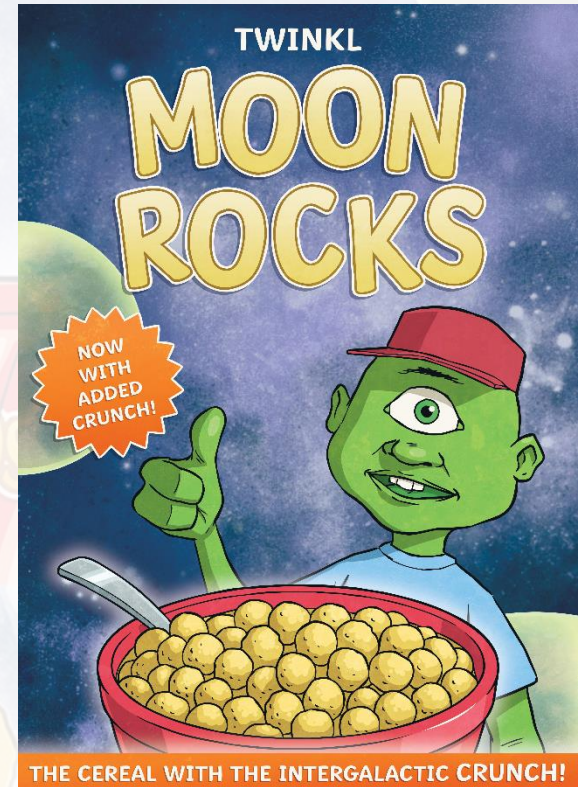
Food Is Everywhere!

Today, there are many food choices available to us and everywhere we look, we can see food advertising.

If you watch TV for a short while, you will see adverts for food.

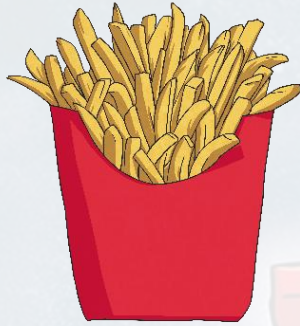
If you walk down a street in a town or city, you will see adverts for food.

Magazines, social media and the Internet all carry adverts for food.



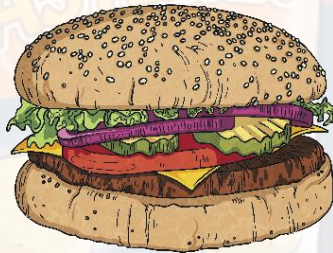
You may not realise it, but these adverts can affect the food choices we make.

How Do Adverts Affect What We Choose?



Adverts use words that make us want to eat that food like **delicious**, **fresh** or **tasty**.

Adverts use colours that attract our attention, like red or yellow.



Adverts use images of foods we want to eat because it looks so good.



Adverts show people that we want to be like, eating a particular food. We'll want to eat that food to be as healthy or stylish or strong as they are.

Wait... There's More

Adverts can affect how we feel and they can even make us laugh.

The message the advert sends is that this food will make us feel good.

Adverts sometimes use catchy music or jingles so that we remember the product.

Adverts sometimes show celebrities eating a product.

No wonder we want to eat it!



Danger – Some Adverts Are Bad for You!

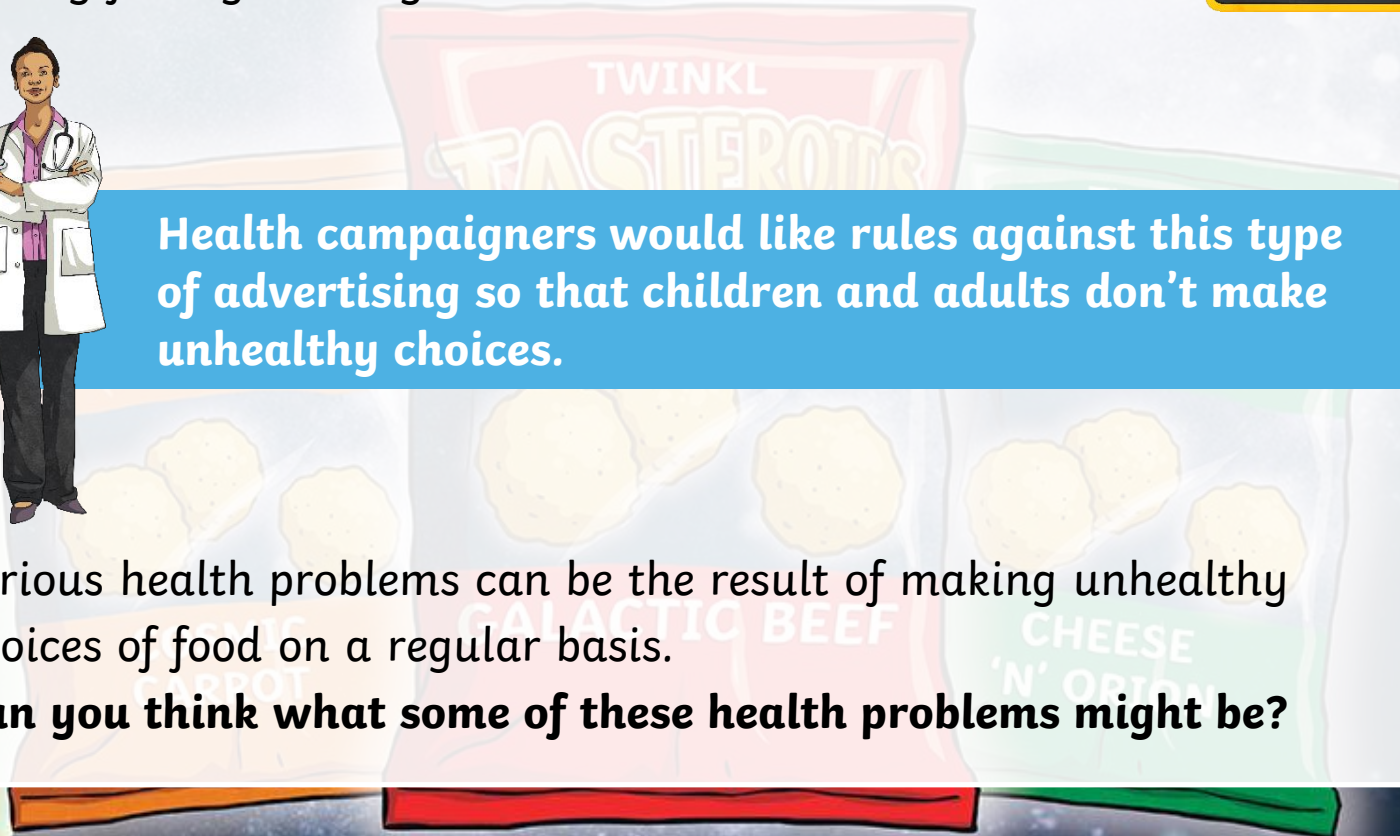
Adverts for unhealthy foods can't be shown on TV during children's programmes but they are still shown during evening family viewing times when children can see them.



Health campaigners would like rules against this type of advertising so that children and adults don't make unhealthy choices.

Serious health problems can be the result of making unhealthy choices of food on a regular basis.

Can you think what some of these health problems might be?



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Try out these activities about food adverts and discuss what you find:

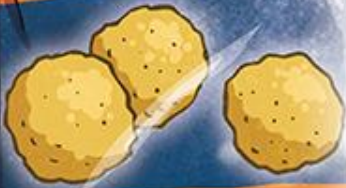
- Look out for adverts for the same type of product (e.g. breakfast cereals) and discuss which one would make you want to try the product and why.
- Compare different products that have a healthy image and investigate how healthy they really are.
- Find a food advert that you really like. Why do you like it?
- At home, watch TV during the adverts in the evening. Which food products are being advertised? Which are healthy and unhealthy? Describe the best advert you see.





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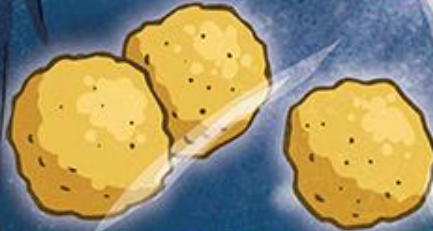
TASTEROIDS



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CHEESE
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