

Lesson Overview:

In this lesson, students will analyze food advertisements that are directed towards them. Students will be asked to watch a compilation of junk food commercials and identify common themes. Using similar advertisement tactics, students will design their own food ad that advocates for a vegetable of their choice.

Learning Outcomes:

Students will:

- Students will be able to identify commonalities in food advertisements directed towards children.
- Students will demonstrate food advertisement techniques by creating their own food ad.

Materials:

- Print-out “Create a Veggie Ad” planner for each student
- Computer/projector
- Find an online video compilation of junk food commercials aimed at children (example: “Compilation of Junk Food Commercials aimed at Children and Teens”
https://www.youtube.com/watch?v=xk_hkdGf1tc)
- Markers/pencil crayons

Instructions

Activating Discussion:

- What are advertisements and what do they do?
- Where do we see advertisements for food?
- What kinds of foods are advertised?
- What types of food *aren't* advertised?

Learning Plan:

1. Present the online video compilation of junk food commercials aimed at children.
2. Ask students:
 - What do these commercials look like?
 - What do these commercials sound like?
 - Did you recognize anyone in the video?
 - What did you dislike about the video?
 - Which commercial was your favourite?

Activity Options:

- Students will design their own ad that features a vegetable.
- Students can express their ad as a commercial (video clip), an Instagram post (drawn), a magazine ad (drawn), or a radio ad (audio clip).