

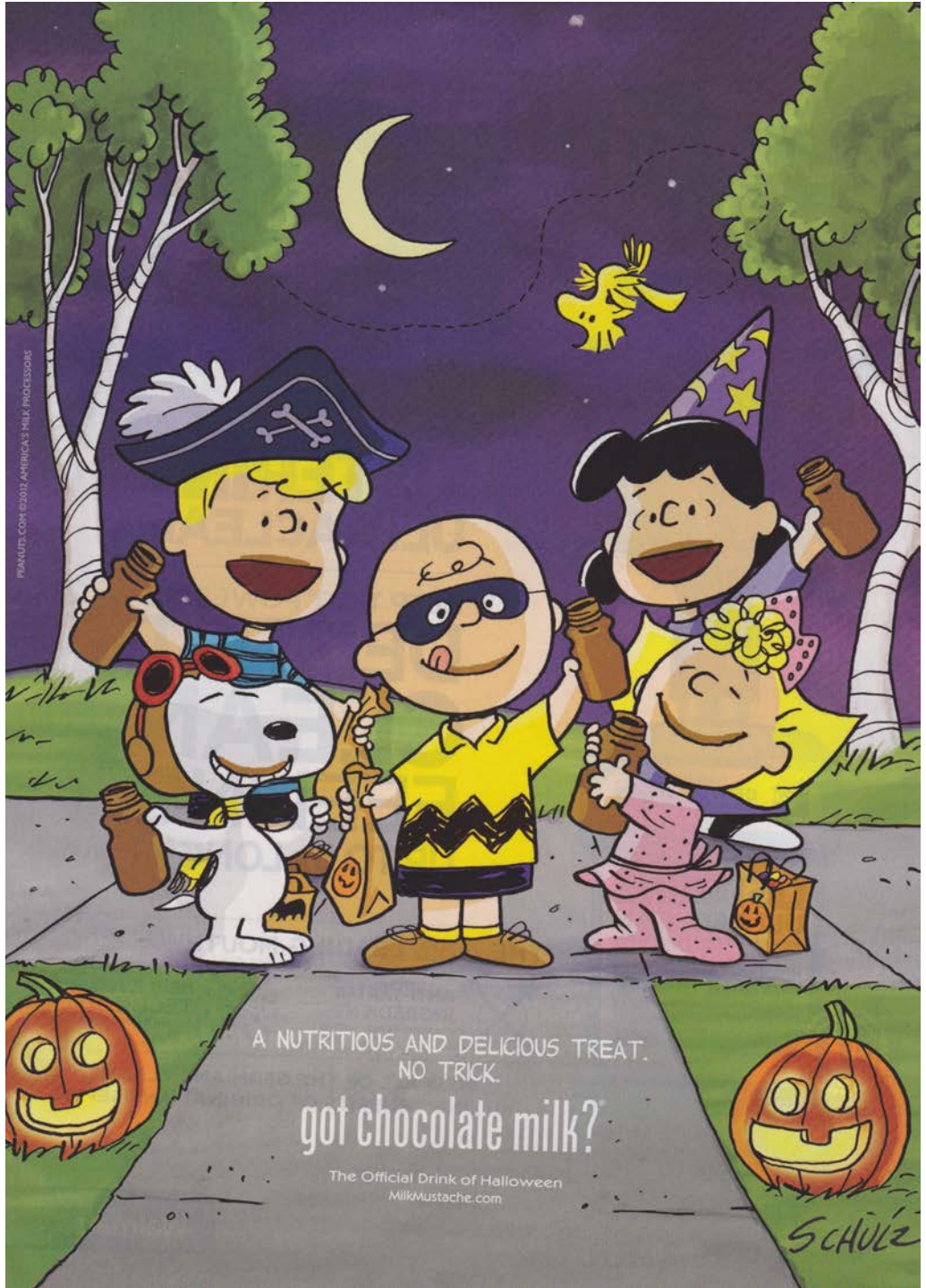
Lesson 3: Introduction to Advertising and Media

Making Media for a Healthier U

Part I. What is Advertising?

OPTIONAL Example: Superbowl Advertising





PEANUTS.COM © 2012 AMERICA'S MILK PROCESSORS

A NUTRITIOUS AND DELICIOUS TREAT.
NO TRICK.

got chocolate milk?

The Official Drink of Halloween
MilkMustache.com

SCHULZ

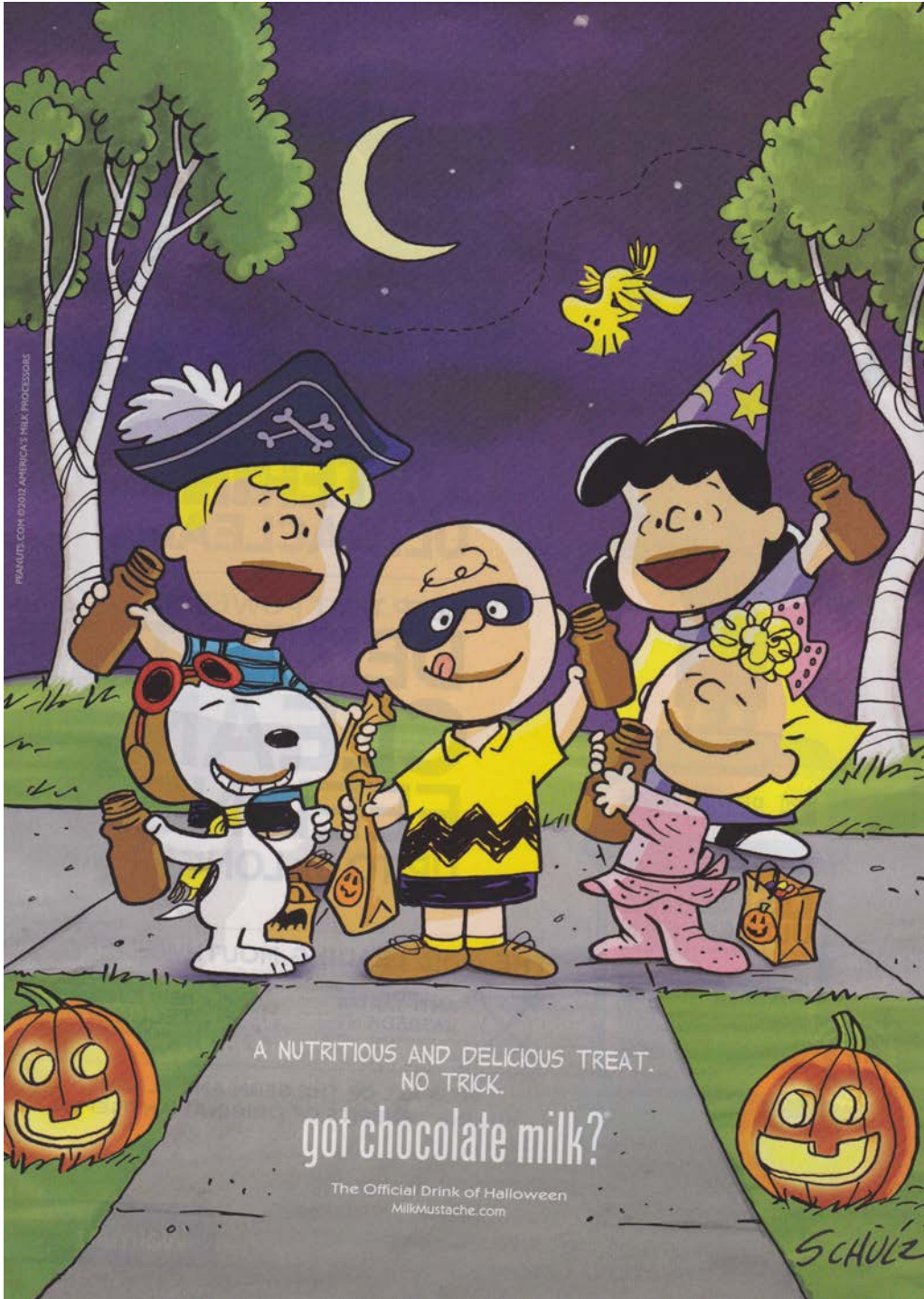
What is Advertising?

“An advertisement is a paid message that can tell you something you need to know, or which persuades you to buy a product, or which puts forward a point of view.”

Source: MediaSmart (UK)

What is the purpose of advertising?

- Gives us information
- Tries to get us to do something (to persuade us) (usually to buy something)
- Promotes a point of view or opinion

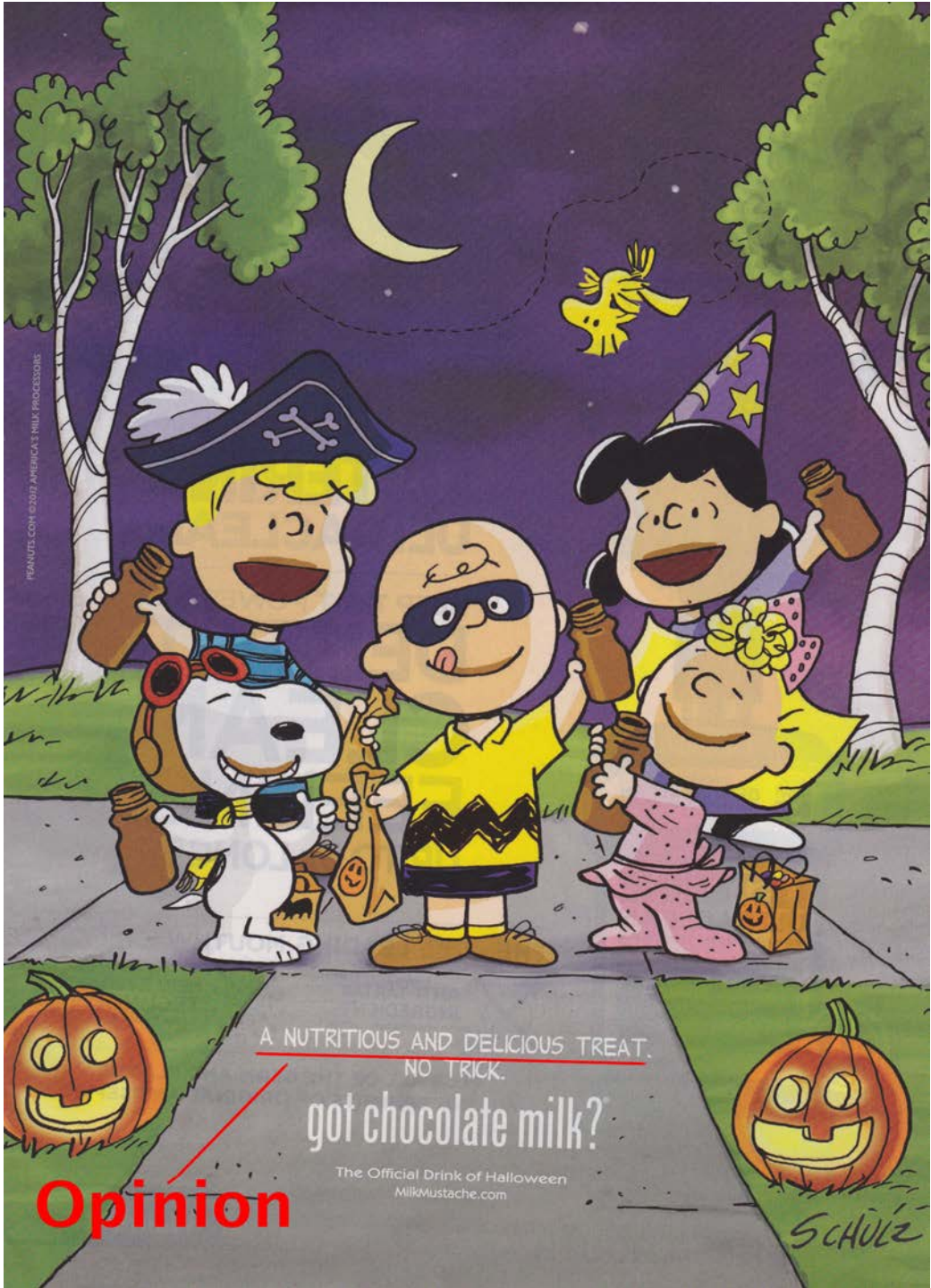


What is the main message?

Who are the characters?

What are they feeling?

How do you know?



PEANUTES.COM ©2012 AMERICA'S MILK PROCESSORS

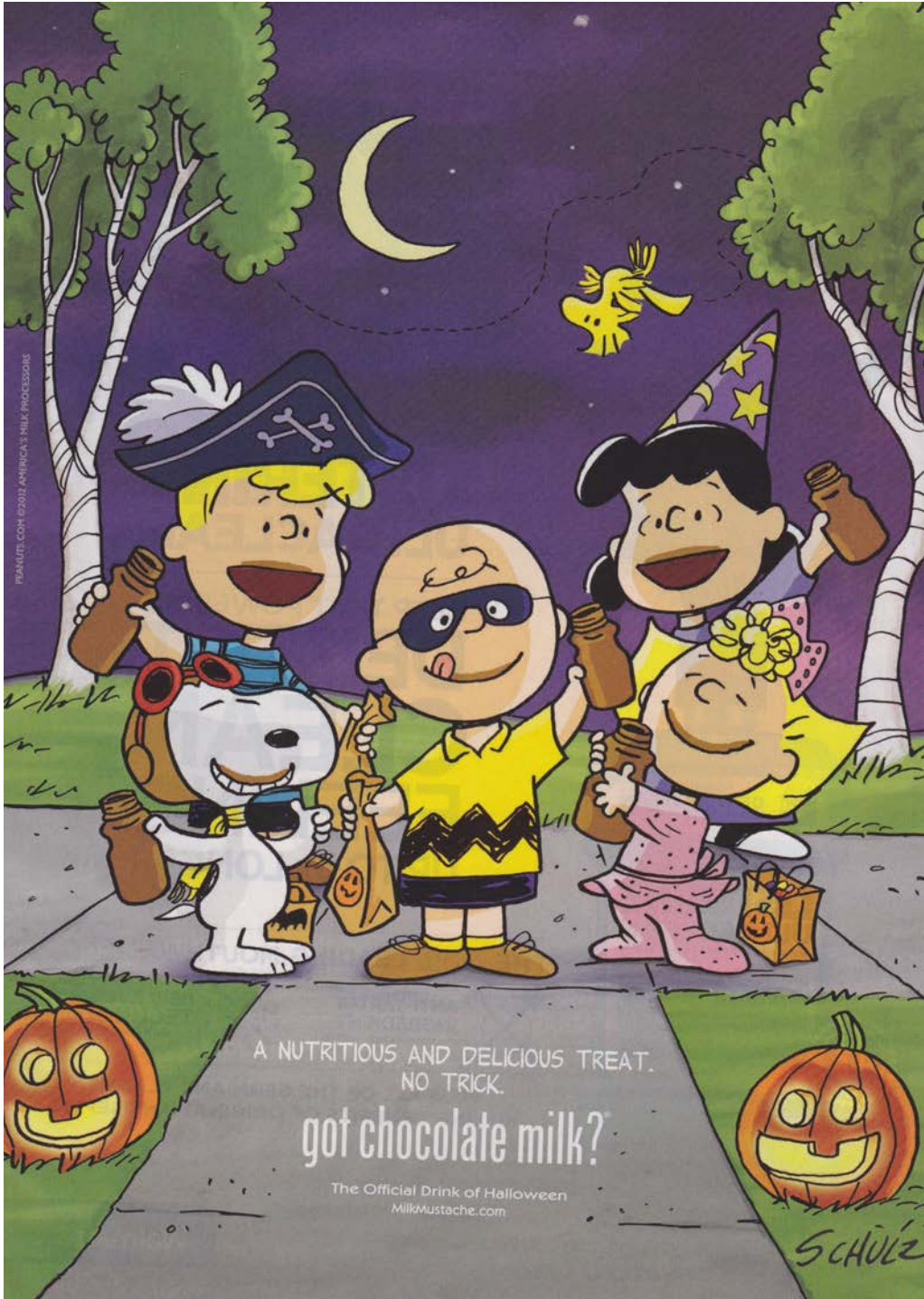
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Opinion

SCHULZ



Do they use any FACTS or information?

Where can we get information about MILK?

Nutrition Facts

Serving Size (250g)

Servings Per Container

Amount Per Serving

Calories 190 **Calories from Fat** 45

% Daily Value*

Total Fat 4.5g **7%**

Saturated Fat 3g **15%**

Trans Fat 0g

Cholesterol 20mg **7%**

Sodium 160mg **7%**

Total Carbohydrate 30g **10%**

Dietary Fiber 2g **8%**

Sugars 24g

Protein 7g

Vitamin A 10% • **Vitamin C** 0%

Calcium 25% • **Iron** 4%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

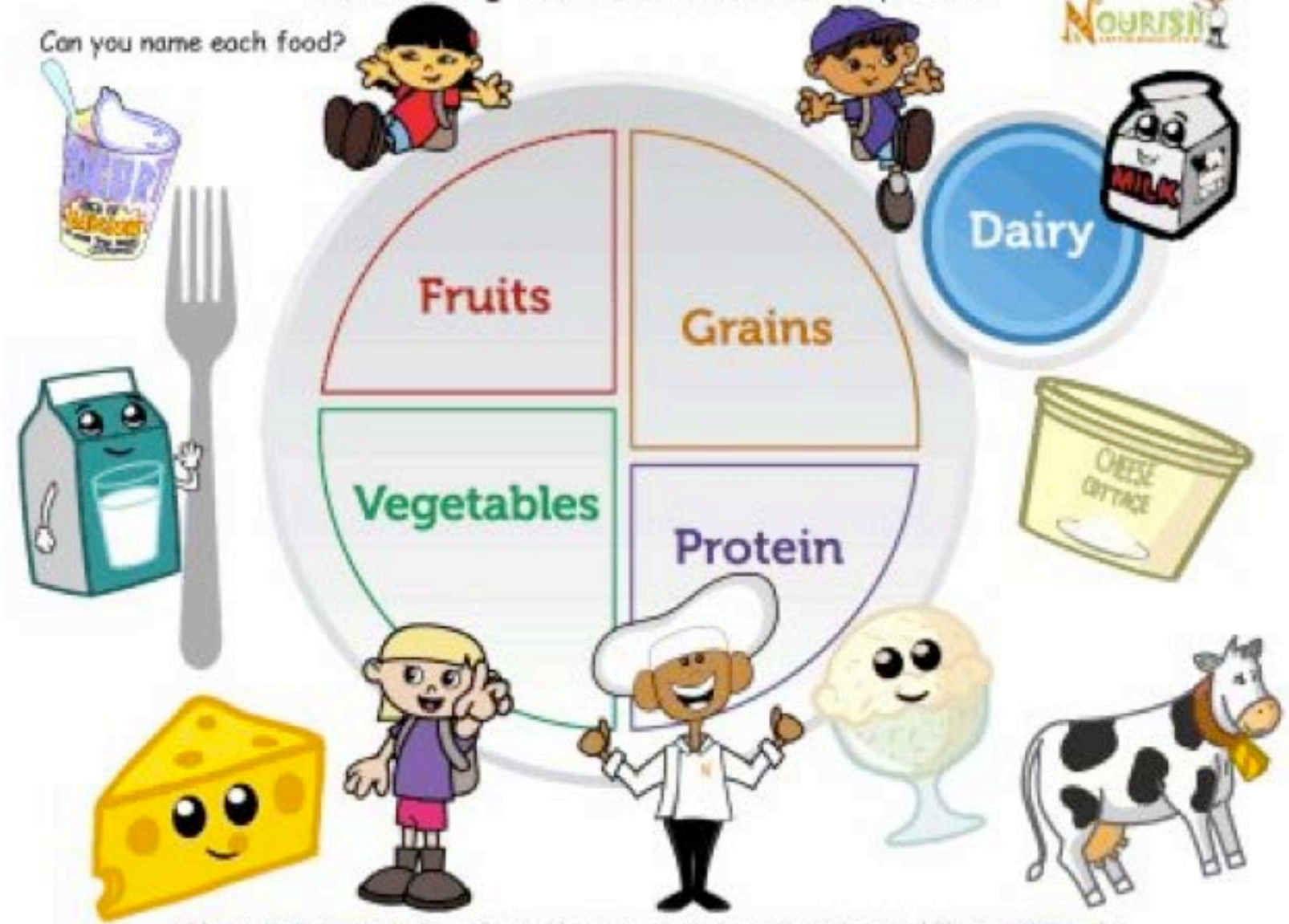
		Calories:	2,000	2,500
Total Fat	Less than		65g	80g
Saturated Fat	Less than		20g	25g
Cholesterol	Less than		300mg	300mg
Sodium	Less than		2,400mg	2,400mg
Total Carbohydrate			300g	375g
Dietary Fiber			25g	30g

Calories per gram:

Fat 9 • Carbohydrate 4 • Protein 4

Introducing The Milk Friends On My Plate

Can you name each food?



YOUR OPINION: How much do you like MILK? Circle/color the face that tells how much you like it.



Please explain your reasons for your opinion: I like /dislike MILK because....

Adjectives are words that describe an object. Can you write down 3 adjectives to describe your chocolate or white milk?

Milk is... MILK LOOKS... MILK TASTES....

Part II: Truth in Advertising





**Percent Daily Values are based on a 2,000 calorie diet. Your values may be higher or lower depending on your calorie needs.

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:

Fat 9 • Carbohydrate 4 • Protein 4

Ingredients: Corn flour, sugar, oat flour, brown sugar, coconut oil, salt, sodium citrate, natural and artificial flavors, strawberry juice concentrate, malic acid, red 40, niacinamide*, reduced iron, zinc oxide, yellow 5, blue 1, thiamin mononitrate*, pyridoxine hydrochloride*, BHT (a preservative), riboflavin*, folic acid*.

*One of the B vitamins



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P.O. BOX 049003
CHICAGO, IL 60604-9003 U.S.A.

Questions or Comments?

Call 1-800-234-6281

Please have package available when calling.

Visit us at www.capncrunch.com

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Part III. Advertising Around Us: Many Media Options

Advertising All Around Us

- Where do we see advertising?
- How many advertisements do you think you see everyday?
- What kinds of product do you see advertised to kids?



Source: mediasmart.co.uk