

## Lesson 4 Screentime

### Agenda:

Post-Survey (10 minutes)

Critical Media Literacy Lesson (10 minutes)

Critical Media Group Activity (5 minutes)

Objective: Students will learn to think critically and question the media that they consume, specifically related to fast food/junk food advertisements. Students will be able to dissect one commercial in a group and discuss what tactics advertisers use to convince their buyers.

CA CC Standards: SL 4-6.1a-d, SL 4-6.3, SL 4-6.4, SL 4-6.6, L 6.4a, L 6.6

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What is in advertisement?

A form of media which tries to convince consumers to purchase their product

When we think about food advertisements, what type of food is usually being advertised?

Junk food, fast food, soda, sports drinks..... not usually healthy food.

Why is that? What tactics are used to convince consumers to buy their product?

Athlete/celebrity endorsements, grandiose plot lines, photography to make food appealing, funny quirks....

### Group Activity

Students will work in groups of 4-5 breaking down a commercial. First one will be done together as a class, we will ask three questions: 1) what is being sold/is this good for our bodies? 2) what tactics are used by advertisers? 3) are their claims true?

After discussing these questions with their group, students will write their answers on separate sticky notes and put those sticky notes on the corresponding chart. As a class we will discuss out findings about the various commercials.

Overall, these fast food and junk food companies try to convince you that by eating this you will feel better, and your life will be better, but this isn't the case! What are some behaviors that actually make you feel better? Hint, 5210+ behaviors!