

# Advertising Techniques

**Bandwagon**

**Comparison**

**Generalities or Glittering Generalities**

**Heart Strings**

**Name Calling or Mudslinging**

**Plain Folks**

**Rewards or Special Offers**

**Snob Appeal**

**Special Ingredient**

**Testimonial**



## Advertising Techniques: Does It All "Ad" Up?

Name(s) \_\_\_\_\_

Directions: Using the magazines, find an ad for food that uses the 10 advertising techniques discussed in class to sell the product. Put the name of the food product being advertised in the first column and attach a copy of the ads to this handout. In the third column, list any "weasel words" used by the advertiser.

<b>Ad</b>	<b>Advertising Strategy Used</b>	<b>Examples of "Weasel Words"</b>
1.	Bandwagon	
2.	Comparisons	
3.	Generalities	
4.	Heart Strings	
5.	Name Calling or Mudslinging	
6.	Plain Folks	
7.	Rewards or Special Offers	
8.	Snob Appeal	
9.	Special Ingredient	
10.	Testimonial	

# **Factors That Influence Food Choices**

**? Taste, texture and appearance**

**? Economics**

**? Our early experiences with food**

**? Habits**

**? Culture**

**? Geographic location**

**? Advertising/Marketing**

**? Social factors**

**? Health/Weight Concerns**

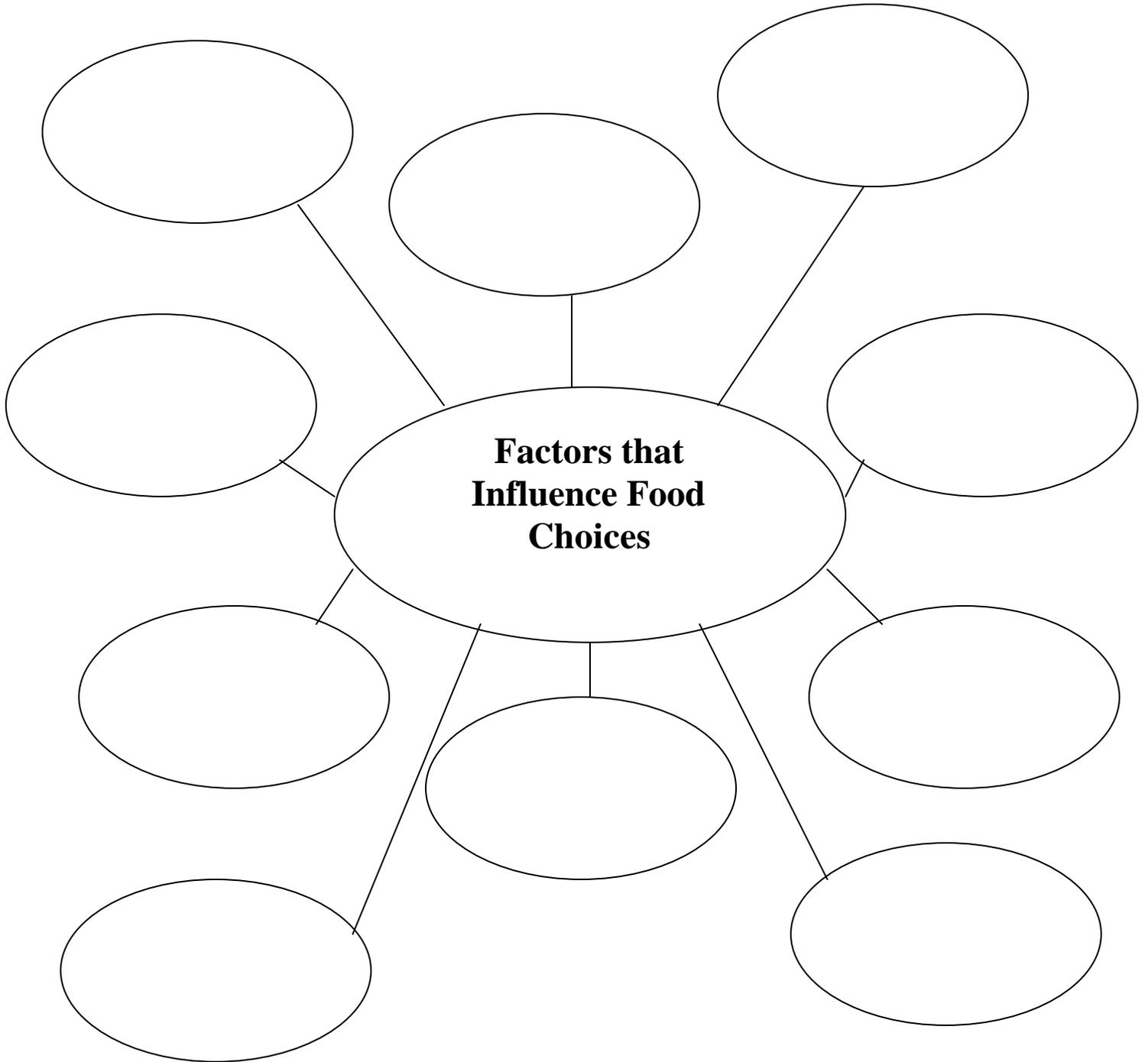
**? Emotions**

# Feast or Famine?

1. Invite guests to a meal. As the guests enter the room, have each person write his/her name on a slip of paper and place in a basket.
2. Once everyone has arrived, announce where guests will be seated:
  - a. 3% are from “developed” countries, these guests sit at a table which is elegantly set with tablecloth or placemats, napkins, a centerpiece, candles, fine dinnerware and silverware.
  - b. 17% of guests are from “developing” countries. These guests have chairs to sit on but the table is not set at all. They have paper plates and a spoon.
  - c. 70% of guests are from “third world” countries. These guests are asked to sit on the floor off in a corner of the room.
3. Meals are then provided for each group:
  - a. This group gets a 3-4 course meal that is served to them by waiters or waitresses. It should include a salad, a meat entrée with two or more side dishes, bread, butter or margarine, milk and dessert.
  - b. This group receives a vegetable dish of some sort, bread and milk. It is not served to them but placed in the middle of the table.
  - c. This group receives a large bowl of rice (only about ½ cup per person). They have no silverware and no plates/bowls; they should eat from the large bowl with their fingers. If they do receive water to drink, it should be dirty. If desired, members of this group can be allowed to “beg” for food from the other groups.
4. To add to the effectiveness of this activity, the leaders of the event can ring a bell every few minutes and announce how many people in the world have died of starvation in the time that has past. (The United Nations, 2002, states that 1 person dies of malnutrition or starvation every four seconds).

# Graphic Organizer

Identify the influences on food choices by writing each influence in the ovals as they are discussed. Give a personal example of that influence in each oval.



## **Health Consequences of Hunger**

- ? **Hungry children suffer from more health problems**
  - **unwanted weight loss**
  - **fatigue**
  - **headaches**
  - **irritability**
  - **inability to concentrate**
  - **frequent colds**
  
- ? **Hungry children are more likely to be ill and absent from school**
  
- ? **Stunting (low height for age)**
  
- ? **Iron-deficiency anemia in children can lead to developmental and behavioral problems**
  
- ? **Pregnant women who are malnourished are more likely to have low birth weight babies**

- ? **Hunger interferes with a child's ability to learn**
  - **cannot concentrate**
  - **less likely to interact with others or explore or learn from their surroundings**
  
- ? **Hunger and malnutrition speed up chronic diseases among the elderly**
  
- ? **Hunger and insecurity about whether a family will be able to have enough food also has an emotional impact on children and their parents**

From *Health Consequences of Hunger*, Food Research Action Council, 2002

[http://www.frac.org/html/hunger\\_in\\_the\\_us/health.htm](http://www.frac.org/html/hunger_in_the_us/health.htm)

# Influences on Food Choices

Name \_\_\_\_\_

Many factors influence our food choices. As you read each of the following situations, identify the influence on the food decision from the list below:

- a. Climate/Geography
- b. Emotions
- c. Ethnic Influence
- d. Friends
- e. Health/Weight Concerns
- f. Media/Advertising
- g. Politics
- h. Religious Values
- i. Social Changes
- j. Technology

- \_\_\_\_\_ 1. After losing the swim meet, Heather went home and "chowed down" a large bowl of ice cream.
- \_\_\_\_\_ 2. Jacob's family will eat only kosher foods.
- \_\_\_\_\_ 3. Nikki's mom does not get home from work until 6:30 p.m. Nikki has prepared a frozen entrée and a tossed salad for the two of them.
- \_\_\_\_\_ 4. Sweet corn, cantaloupe and watermelon are plentiful in South Dakota in the late summer.
- \_\_\_\_\_ 5. Lutefisk and lefse are served at the Olson family home for Sunday dinner.
- \_\_\_\_\_ 6. The Jones family chooses to eat only locally grown products to support area producers.
- \_\_\_\_\_ 7. Shelly selects a low sodium item from the menu.
- \_\_\_\_\_ 8. Rob convinces his mom to purchase the cereal with Tiger Woods on the package.
- \_\_\_\_\_ 9. Renae serves pizza, chips and pop at her slumber party.
- \_\_\_\_\_ 10. At home alone, John prepares a microwave entrée for supper.

## Meal Planning on a Limited Income

Name(s) \_\_\_\_\_

**Directions:** Plan one week's menu for your assigned family following the budget you have been assigned and meeting the daily guidelines of the Food Guide Pyramid.

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

## Limited Income Scenarios

### **The Johnson Family**

Members of the Johnson family include Amber Johnson, 32 and her two children, Jamie, age 5 and Jessica, age 2. Amber works at a local restaurant. Her monthly net income is \_\_\_\_\_. Her mom helps out by providing child care for her children while she is at work. However, Amber is responsible for all meals for her family.

### **The Romerez Family**

Members of the Romerez family include Paul, age 34, Maria, age 32, Mark, age 12, Rosa, age 10 and Pete, age 4. Paul works for an area farmer as a hired hand. Maria does not work outside the home. She remains at home to care for Pete. The monthly net income for this family is \_\_\_\_\_. Mark and Rosa do have lunches at school. Paul comes home for lunch with Maria and Pete.

### **The Jones Family**

Pam Jones is single. She dropped out of high school her senior year. The only job she can find is part-time work on the assembly line in a local factory. Her monthly net income is \_\_\_\_\_. She packs a lunch to bring to work to save money.

### **The McGregor Family**

Members of the McGregor family include Ralph, age 78 and his wife, Kate, age 78. Both are retired. They rely on social security for their monthly income. Their monthly net income is \_\_\_\_\_. Ralph and Katie cannot spend 30% of their income on food because they have a lot of medical expenses some not covered by Medicare. They can only afford 25% of their income for food. They do plant a small garden.

# Relying on Rice

Name(s) \_\_\_\_\_

**Directions:** Rice is the staple for much of the world's population. Does rice provide all of the nutrients we need? Using the nutrient charts provided by your teacher, complete the following chart indicating which nutrients are found in brown rice. When you have completed the chart, answer the questions found below.

## Dietary Analysis of Rice

(list for a 1 cup serving)

Nutrient	Recommended Amount	% of Recommended Daily Value that this amount provides
Calories		
Protein (g)		
Fat (g)		
Fiber (g)		
Carbohydrates (g)		
Calcium (mg)		
Iron (mg)		
Niacin (mg)		
Thiamin (mg)		
Riboflavin (mg)		
Vitamin A (IU)		
Vitamin C (mg)		
Vitamin D (mg)		
Cholesterol (mg)		

If a child's diet consisted of a bowl of rice along with a cup of water twice a day,

1. What nutrients would the child be lacking completely?
  
  
  
  
  
  
  
  
  
  
2. What nutrients does the child get but not at 100% of the recommended amount?

## Social Times and the Foods We Choose

### Social Event

### Food(s) Associated With It

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Attending a football game

A wedding reception

A child's birthday party

Going out to eat with friends

Thanksgiving dinner

Going to a movie

School awards banquet

Family reunion or gathering

4<sup>th</sup> of July picnic

Graduation reception

Going to a carnival or State Fair

Going to the circus

Going to a baseball game

Camping trip

## Terms to Know

**Hunger** – the uneasy or painful sensation caused by a lack of food. The recurrent and involuntary lack of access to food. (Life Sciences Research Office)

**Food Security** – Access by all people at all times to enough food for an active, healthy lifestyle. Food security includes at a minimum: (1) the ready availability of nutritionally adequate and safe foods, and (2) an assured ability to acquire acceptable foods in socially acceptable ways (Life Sciences Research Office)

**Food Insecurity** – Limited or uncertain availability of nutritionally adequate and safe or limited or uncertain ability to acquire acceptable foods in socially acceptable ways (Life Sciences Research Office)

**Malnutrition** – a general term that indicates a lack of some or all nutritional elements necessary for health (Medline Plus Medical Encyclopedia)

**Starvation** – the most severe type of nutritional inadequacy resulting from a lack of food needed to sustain life; often results in death (Nutrition and Fitness: Lifestyles Choices for Wellness by Dorothy West, 2000)

## **Terms to Know**

**Hunger**

**Food Security**

**Food Insecurity**

**Malnutrition**

**Starvation**

## Thanksgiving Shopping Cart

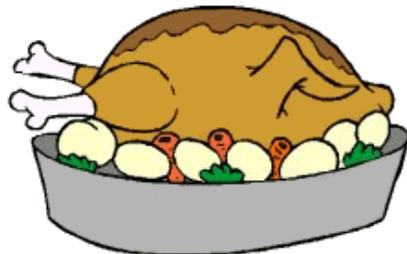
Name(s) \_\_\_\_\_

**Directions:** Most American families prepare a bountiful Thanksgiving dinner. Calculate the amount spent on an average Thanksgiving dinner (for 10 people) in your community by finding the prices for each of the items in the “shopping cart” list.

Shopping Cart Item	Cost
<b>16 pound turkey</b>	
<b>14-oz. package of cubed stuffing</b>	
<b>1 gallon 2% milk</b>	
<b>3 lbs. sweet potatoes</b>	
<b>12-oz. package of brown-and-serve rolls</b>	
<b>8-oz. carton of whipping cream</b>	
<b>1 bunch celery</b>	
<b>1 lb. carrots</b>	
<b>30-oz. can pumpkin pie filling</b>	
<b>12-oz. package of fresh cranberries</b>	
<b>Package of 2 nine-inch pie shells</b>	
<b>16-oz. package of frozen green peas</b>	
<b>Combined group of miscellaneous items (including coffee and other ingredients to prepare the meal)</b>	<b>\$ 3.50</b>
<b>TOTAL COST</b>	

Since 1.3 billion people live on less than \$1 per day, how many days income would be covered by this meal alone?

What can you do to help?



## What Happens Now?

1. The government recalls thousands of pounds of ground beef suspected to be contaminated with E. coli bacteria. The hamburger had been sold to the local grocery store chain in your town.
2. The FDA declares that red dye number 2 must be discontinued because it has been linked to cancer in research experiments.
3. The local pizza restaurant in your community receives a low rating on their health inspection. They were cited for several food safety violations.
4. The FDA approves the use of Olestra, a fat substitute as safe for human consumption.
5. Your family has decided to use no pesticides in your garden.