

# Food: Lesson Plans

## DECONSTRUCTING ADS FOR SNACK AND JUNK FOOD WHICH TARGET YOUNG CHILDREN

*Written and produced by Frank Baker, Copyright 2004*



### Highly Recommended:

The cover of the book "Critical Thinking & Health: Nutrition and TV Commercials" features a collage of images including a pyramid, a box of cereal, and a child. Logos for "LOOK SHARP" and "ITHACA" are at the bottom.	<p><a href="#">Critical Thinking &amp; Health: Nutrition and TV Commercials</a> Project LookSharp Grades (K-2)</p>
---	--

### Links to Other Lesson Plans:

- Lesson plan: [Advertising Activities for Kids](#)
- Lesson plan: [Advertising and Marketing Food to Children](#)
- Lesson Plan: [Butter or Margarine](#)
- Lesson Plan: [Co Co's Adversmarts](#)
- Lesson plan: [Critically Analyzing Info about Dairy Products on the Internet](#)
- Lesson plan: [Food For Thought: Challenging Big Food/Media's Monopoly Over Our Media Culture](#) (ACME)
- Lesson Plan: [It's in the Box](#)
- Lesson plan: [Junk Food Jungle](#)
- Lesson Plan: [Looking at Food Advertising](#)
- Lesson Plan: [Looks Good Enough to Eat](#), An exploration of

food styling in ads

- Lesson Plan: [Media Influences on Nutritional Practices](#)
- Lesson plans: [Media-Smart Youth](#) (NIH curriculum)
- Lesson plan: [Media Wise: Critical questions about food ads](#)
- Lesson Plan: [Obesity, Food Habits and Weight Loss](#) (PBS)
- Lesson Plan: [Online Marketing to Kids](#)
- Lesson Plan: [Packaging Tricks](#)
- Lesson plan [Rooting Out the Truth in Food Ads](#)
- Lesson Plan: [We'll be right back after these messages](#) (pg.9-11)
- Lesson Plan: [You've Gotta Have a Gimmick: A Lesson in Junk Food Advertising](#)