

Instructor Notes

Break It Down: Feel the Forces

Pages 21–27

SECTION 3
MEDIA INFLUENCE

Background Note

Celebrity endorsements, or “testimonials,” are a common technique used by advertisement agencies to persuade consumers to use their products. This *Break It Down: Feel The Forces* will help participants become informed critics of what they see and hear in the environment, and begin to make informed decisions about the choices they make.

Objectives

- Identify sales pitches.
- Understand the unspoken pressure advertisements have on consumers.
- Make choices based on facts NOT hype.

Instructor Preparation

Collect additional advertisements from magazines that would generate interest amongst participants—these will most likely contain ads that target youth. Possibilities could include *Sports Illustrated*, *Vibe*, *XXL*, *The Source*, etc.

Materials

Computer(s); internet access or YLA CD-ROM; projector and/or speakers (optional); and the *Healthy Habits Curriculum Guide*.

Instructional Procedures

- Review with participants any difficult vocabulary before you begin the activity.
- Ask the participants to name all the external influences on their culture and lifestyle (e.g. the fast food industry, technology innovation, malls, and MTV). How have these influences affected what and where they eat, how they communicate, and how they are able to get the exercise they need? Show how these influences have changed the American lifestyle and culture over time.

- Brainstorm how the fast food industry has been successful in changing the way families eat meals.
- Follow the instructions on page 21–24 of the curriculum guide to navigate *Break It Down: Feel the Forces*.
- After the discussion, use the Pepsi ad featuring Beyoncé and ask participants to think of ways that companies use ad campaigns to try to increase the number of people who buy their products. For example, how does 7-Eleven’s Big Gulp and McDonald’s playground for kids influence consumers to buy their product?
- Use additional advertisements to reinforce participants’ learning.

Learning Extensions (optional)

If you need to provide additional support for students with little prior knowledge of the objectives in this activity, here are some suggested activities:

Brainstorm with students the meaning of culture. Use a graphic organizer to record participants’ responses. A sample organizer with directions can be found on pages 25 and 26. The organizer can also be used to help facilitate discussion between participants during *Break it Down: Feel the Forces*.

Enrichment (optional)

Here are some suggested activities to extend participants’ knowledge:

Direct participants to the *Hot Link Library* to find out more about the fast food industry, advertising and the cultural impact of food on communities.

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Instructor Notes (continued)

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Pages 23–29

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Assessment

Use the Discussion Scoring Guide on page 27 to assess participants' levels of discussion skills. Give copies to the participants to review the characteristics of a good discussion and how to self-evaluate their own discussion skills.

Use the discussion as an opportunity to assess the level of understanding the participants have of the objectives of *Feel the Forces*. This will help you to re-enter instruction based on the specific needs of the participants.

Vocabulary

brand loyalty, culture, lifestyle, consumers