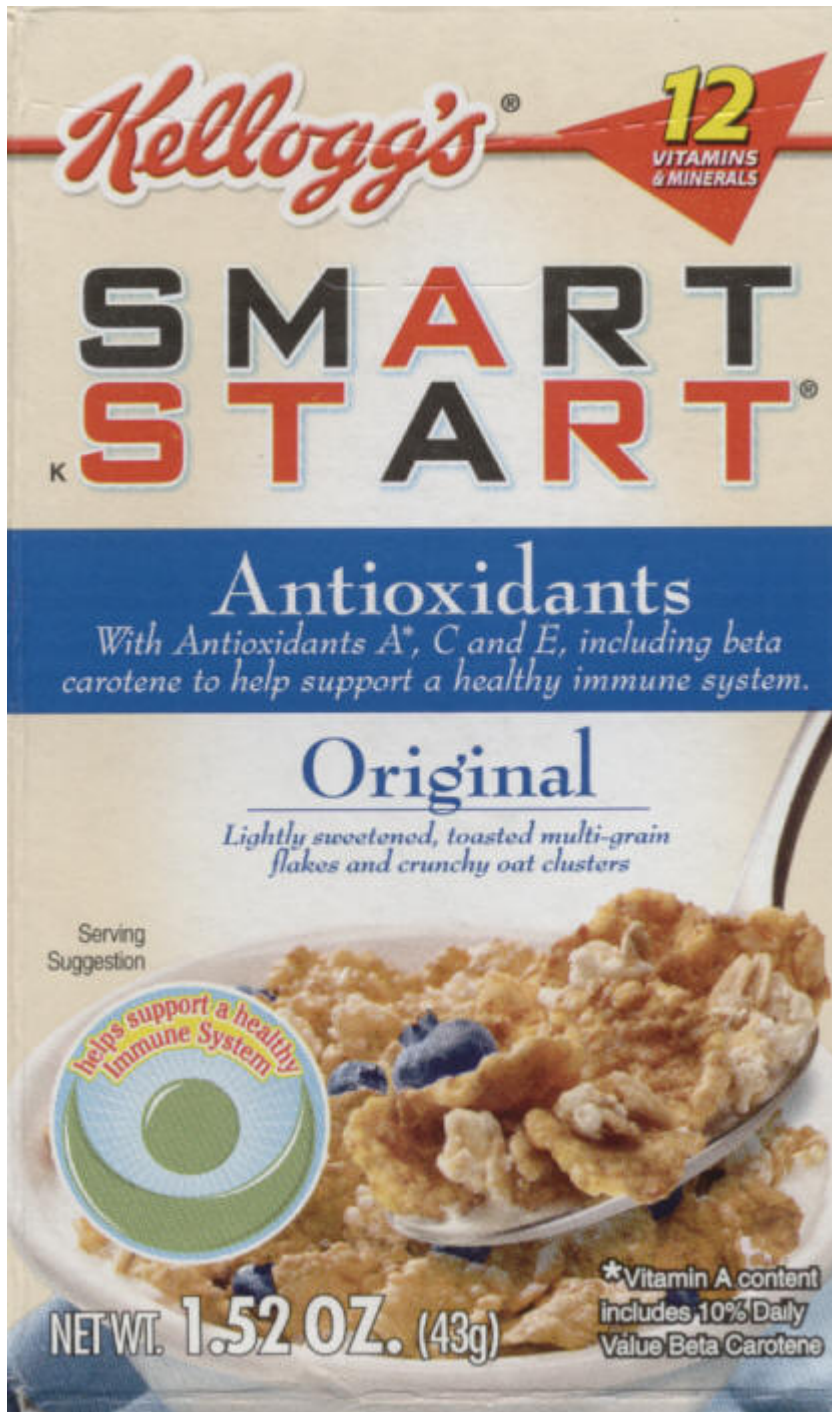


Analyzing and Deconstructing Images on Food Packaging

Analyzing and Deconstructing Images on Food Packaging: Another Form of Media Literacy

Background: While eating breakfast at a hotel, I pondered the packaging of the cereal I was about to consume. Looking at the image, (below) I thought, would give me a good idea of what was contained inside the box. Was I right? Take a look and consider....



I saw blueberries featured prominently in the image of the bowl of cereal...so, I thought, "there are blueberries inside." But I was wrong. There are no blueberries.

Is it wrong for Kellogg's to display blueberries on the packaging when none appears as part of the product?