

Food

Deconstructing Ads For Snack and Junk Food Which Target Young Children

Written and produced by Frank Baker, Copyright 2004



NEW

- [New rules would ban junk food from being marketed in schools](#)
- [Michelle Obama announces new rules for advertising junk food at school](#)

Recent news (click [In The News](#), above left, for more stories)

- [Truth in Food Package Images & Labels](#)
- [Senators ask network to ban kids' junk food ads](#)

INTRODUCTION

The advertising of snack and so called "junk foods" to young people is being blamed for an obesity epidemic in the United States and elsewhere.

Is advertising to blame? Are there other factors going on?

How does advertising, for example, work to target young people?

This web resource is designed to help educators/parents who wish to study food advertising found on TV and in magazines. We offer a sample of ads and questions for you and your

students to begin their examination and study. In addition, the topic of junk food ads aimed at kids is one in current events and news. See [Key Quotes](#) & [In The News](#).

Advertising is also part of most state's ENGLISH and HEALTH teaching standards. Be sure to look at this link for [National Teaching Standards](#)

Educators and students should also review the media literacy ["key concepts"](#) as well as these [critical thinking questions](#) before proceeding.

 <p>Consumer Reports Kids Could a better More food ad tricks</p> <h3>Food-ad tricks</h3> <p>What does a glob of Vaseline have to do with a burger commercial?</p> <p>It's part of Philly the burger's make-up! Just like any TV celebrity, this plump, pumped, photogenic star spends hours in make-up and wardrobe ...</p> <p>so she'd look her mouth-watering best under the camera's hot lights. But she may look way different in real life. In fact, many delicious foods you see on TV may not be so appetizing once you find out what's really happening behind the scenes.</p>	<p>Watch this classic "Buy Me That" series segment on how hamburgers (and French fries) are made to look good for TV commercials. Click the image on the left in order to go to the lesson plan that includes this classic segment</p>
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