Monday 08/30/2021

ELA 9

Analyze Food Blogs

Standards

CCRA.R.5 Analyze the structure of texts, including how specific sentences, paragraphs, and larger portions of the text (e.g., a section, chapter, scene, or stanza) relate to each other and the whole.

CCRA.R.6 Assess how point of view or purpose shapes the content and style of a text.

CCRA.R.7 Integrate and evaluate content presented in diverse media and formats, including visually and quantitatively, as well as in words.

CCRA.R.9 Analyze how two or more texts address similar themes or topics in order to build knowledge or to compare the approaches the authors take.

- I can explain structural choices food bloggers make in their blogs and why they are effective
- I can understand how a food blog meets the needs of its audience and advertisers
- I can compare food blogs, select the one I find most effective, and explain my reasoning
- I can select the food blog features/structural elements that I would like to include in my own food blog

Lesson / Instruction

Activator: Have you ever looked up how to prepare any type of food online? What did you look up? Where did you look it up (Google, Youtube, etc)? Did you find and follow the directions you found? If so, how did it turn out? If not, how do you find directions for food or other things that you are trying to make or do? (5 min quickwrite)

Setting our Purpose: Today we'll be examining food blogs because later you'll be writing your own food blog entry as a shared project for Health and English. Our purpose today is to notice the features and functions of food blogs, as well as how they market to consumers.

Step One: Teacher will project a food blog on the projector. We will run through the five key questions for media literacy (this lesson assumes we have been using them all year and kids are familiar. I will probably use this lesson in November.)

For each question, I will give kids two minutes to write, then for the next two minutes we will pair share. We will round out each question with whole class discussion.

- **Who created this message?**
- **What creative techniques are used to attract my attention?**
- **How might different people understand this message differently than me?**
- **What values, lifestyles and points of view are represented in, or omitted from, this message?**
- **Why is this message being sent?**

Step Two: Take 10 minutes to look over the following food blogs, selecting your two favorites for the next step. If you already have a favorite food blogger, feel free to use their site as one of your choices instead! You can also select a recipe you're interested in on each site--you don't have to read the one I linked.
http://sallysbakingaddiction.com/gingerbread-whoopie-pies/
http://minimalistbaker.com/vietnamese-spring-rolls-with-crispy-tofu/
http://thedomesticman.com/2020/05/13/tandoori-chicken/
http://pinchofyum.com/
http://cookieandkate.com/

http://www.davidlebovitz.com/category/recipes/
http://mynameisyeh.com/
http://www.budgetbytes.com/

Step Three:

Use the comparison chart provided to help you observe and analyze the features of your two favorite food blogs and which of the two uses each more effectively. Pay special attention to how the blogger balances advertising with providing recipes and directions to consumers.

Closure: What are the top three food blog features besides the recipe and directions that you would like to include in your blog entry and why?

Differentiation / Accommodations

- Students can look at only two blogs if needed.
- Some groups may be larger as needed
- Students may be provided with a premade list of food blog features to check for

Homework / Evidence of Learning

Explore your favorite food blog more. Find a recipe you would really like to make and share the link with our class (Comments on Google Classroom)

Materials / Resources / Technology

Food Blog Feature	Food Blog 1:	Food Blog 2:	Which was most effective and why:
title			
sidebar			
bio			
narrative (story about the recipe)			
product promotion/ advertising			
images			
videos			
other links			
recipe			
directions			