


Critical thinking skills

(e.g. the ad talks about the flavour or the refreshing nature of the beverage, that the water comes from a pure mountain spring, what celebrities/athletes drink to be successful, or the health benefits).

<p>Explore how the <u>media</u>/advertising (marketing messages) influences your choices regarding fluids & nutrition. (5 points)</p> <p><i>Give two current examples of advertising you have seen or heard.</i></p>	<p>Analyze the <u>label reading</u>. List ingredients. (10 points)</p> <p><i>Give the ingredients on the label of 3 product samples (1. flavoured water, 2. pop, 3. energy drink)</i></p>	<p>How does each ingredient in bottled beverages affect the body and brain? (10 points)</p> <p>Discuss the ingredients in the middle column for a flavoured water, a pop and an energy drink</p>
<p>Advertising, food trends, and celebrity meals</p>	 <p>The image shows a Nutrition Facts label for 100% Juice. The label is titled '100% Juice' and 'Nutrition Facts'. It indicates 1 serving per container with a serving size of 10oz (296mL). The amount per serving is 180 Calories. The label lists the following nutrients and their percentages of Daily Value: Total Fat 0g (0%), Saturated Fat 0g (0%), Trans Fat 0g, Cholesterol 0mg (0%), Sodium 0mg (0%), Total Carbohydrate 43g (16%), Dietary Fiber 0g (0%), Total Sugars 39g, Includes 0g Added Sugars (0%), Protein 1g, Vit. D 0mg (0%), Calcium 0mg (0%), Iron 0mg (0%), Potas. 150mg (3%), and Vit. C 90mg (100%). A note at the bottom states: '*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet of 2,000'.</p>	<p>Apple juice contains several beneficial compounds that positively affect the body and brain. Its water content helps with hydration, and polyphenols offer antioxidant protection, potentially reducing inflammation and oxidative stress, which can benefit heart and brain health.</p>

Lemonade:

Nutrition Facts	
About 7 servings per container	
Serving Size	8 fl oz (240 mL)
Amount Per Serving	
Calories	5
	<small>% Daily Value</small>
Total Fat 0g	0%
Sodium 20mg	1%
Total Carbohydrate 2g	1%
Total Sugars 0g	
Includes 0g Added Sugars 0%	
Protein 0g	
Vitamin C 50%	
<small>Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, vitamin D, calcium, iron and potassium.</small>	

Lemonade ingredients like lemon juice, water, and sugar have various effects on the body and brain. Lemon juice, rich in vitamin C and citric acid, aids digestion, supports the immune system, and may improve cognitive function. Water is crucial for hydration, impacting energy levels and cognitive function. Sugar provides energy, but excessive consumption can lead to health issues like weight gain and increased risk of diabetes.

Orange Juice:

CONTAINS 100% JUICE

Nutrition Facts

Serving size 8 fl. oz (240 mL)

Amount per serving

Calories 110

% Daily Value*

Total Fat 0g 0%

Saturated Fat 0g 0%

Trans Fat 0g

Cholesterol 0mg 0%

Sodium 0mg 0%

Total Carbohydrate 26g 9%

Dietary Fiber 0g 0%

Total Sugars 21g

Includes 0g Added Sugars 0%

Protein 2g

Vitamin D 0mcg 0%

Calcium 27mg 2%

Iron 0mg 0%

Potassium 496mg 10%

Vitamin A 25mcg 2%

Vitamin C 124mg 140%

*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Calories per gram:


Fat 9 • Carbohydrates 4 • Protein 4

INGREDIENTS: ORANGE JUICE.

Orange juice's key ingredients, including vitamins, minerals, and antioxidants, contribute to various bodily functions and can positively impact brain health. Vitamin C, folate, and potassium, along with antioxidants like flavonoids, offer benefits for immune function, heart health, and cognitive performance.

Poster design (paper size 11"x17") (25 points)

Artwork - use of colour and neatness of design/images (20 points)

Overall message: What is the key message or story you want your target audience to take away from your campaign? (1 point)	To make sure your body is healthy and to stop drinking unhealthy beverages
Objective: What specific goal do you hope to achieve with your campaign? (1 point)	For kids to stop drinking energy drinks
Title or slogan: What is the main title or catchy phrase that draws attention to this media sample? (1 point)	Life is impossible without water
Images: What types of images will you use to get attention and communicate meaning to your target audience (e.g. pictures, graphs, colours)? (1 point)	
Other content: What other specific things do you plan to say to your audience to help get your message across? (1 point)	<p>Make the right choice water is life, and clean water means Health</p> <p>H₂O is the way to go</p>