

Yogurt: Good for Your Gut!

Discussion Questions

- Is it wise for people to take products for their medicinal properties without asking a doctor first?
- [Have students bring a food label to class.] What are the benefits of being able to read/understand food labels? What kind of information could be added to make the label more helpful?

Vocabulary

- antibiotics— drugs that are intended to kill harmful bugs and germs
- bacteria— tiny creatures invisible to the naked eye; they can be friendly or harmful to humans
- consume— to eat or to drink; in this case, to drink
- functional food— a food that takes action to protect the body
- stomach ulcer— a sore that occurs in the stomach lining
- vaccine— shots that are intended to protect humans and animals from diseases

Science Inquiry

Critical Thinking Warm-up Questions

- To what extent are the science claims in this article true or distorted?
- Is it justified to use science to sell products?

Challenge

Using the data chart, *Persuasive Techniques* (on the following page), have students determine which claims in the article could be used in advertisements to persuade buyers to purchase 'Gut'. (Possible answers: works like medicine, tastes better than medicine, cheaper than medicine, etc.). [See data chart.] To which sense, feeling, or value does each claim appeal? (Possible answers: improving health, sense of taste, value of money - respectively, etc.) Compare these claims with those used in popular TV ads. Are there recurring themes? Which types of claims are the most popular? Why?

Follow-up Questions

As a class, debrief student answers from the chart, *Persuasive Techniques*, using the following questions as a guide:

- What are the most common persuasive claims advertisers use to convince buyers to purchase their products? How would you explain this?
- Do advertisers appeal most to viewer's emotions (how people feel), senses (vision, hearing, smell, taste, touch), or values (what people believe)? Why do you think this is the case?

Take Action

Create a public service announcement that teaches students about the persuasive techniques that are used on the Internet (ads, chat rooms, blogs, etc.). Visit <http://www.media-awareness.ca> for more ideas (grades 4-12).

Make a poster using persuasive techniques that promote or warn against the use of a fictitious product claiming to have magical properties (grades 4-7).

Lowering price is often a persuasive technique that attracts buyers. Investigate practices regarding child labour, fair trade, and working conditions around the world. Create a brochure to inform others of surprising facts (grades 11-12).

Role Play

(For grades 8-12)

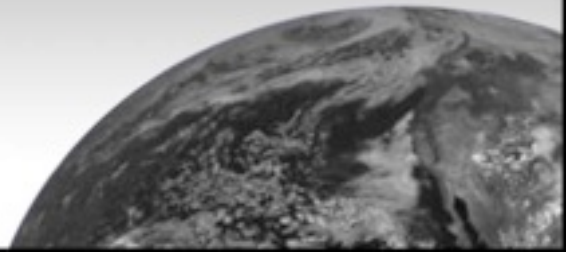
Scenario: A group of students has requested that 'energy drinks' be made available in the school vending machines, claiming they are healthy and effective.

— Divide the class into the following 4 groups, giving them enough time to come up with persuasive arguments for/against making energy drinks available at school:

- a) the student who needs energy during the school day;
- b) the parent who expresses concern about his/her child's performance;
- c) the drink company who sells the energy drink; and
- d) the teacher who notices the lack/bursts of energy in his/her students.

In large or small groups, allow each perspective to be voiced in an effort to come to a verdict.

news for a changing world



Persuasive Techniques

Claims made in the article about the benefits of Gut	Emotions, senses, or values that the claims appeal to
<p><i>Example:</i> - <i>the yogurt that kills bacteria tastes good</i></p>	<p>- <i>appeal to people's sense of taste: Gut is a pleasant way to heal ulcers</i></p>
<p>Claims made in popular TV ads about the benefits of a product</p>	<p>Emotions, senses, or values that the claims appeal to</p>
<p>- <i>tile cleanser: the cleanser behaves like tiny brushes and does the cleaning for you so you don't have to</i></p>	<p>- <i>appeals to people who like to have clean tiles in the shower but are too lazy to clean or too busy to clean</i></p>