

Read and Understand

What cereal do you have? Who is the **manufacturer** and where do they make it?

Infer What's Not There

What **ingredients** are used in your cereal? Do you think it sounds **healthy**? Why? Why not?

Reflect and Respond

What **techniques** are used on the box to **persuade** people to buy it or eat it? Discuss and list as many as you can.

Explore Some More

Make a list of **effective words and phrases** that are used on the box.

Reflective
★ Reading

Thinking About Advertising

Text: Breakfast Cereal Boxes

Reflect and Respond

Do you think it is right that these cereals are **advertised** on children's television?

Why do companies do this?

Connect 4

Imagine and describe in detail what you would have for your 'Best Breakfast Ever'.

Big Talk

Explore Some More

Using the box, give **two reasons** why adults would buy this and **two reasons** why children would buy this.

Create Something Great

- Create a new breakfast cereal. Come up with a name, logo, box and **slogan** in your group.
- Draw a plate with your best breakfast ever on it.