

## 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.

## Reflect and Respond

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

Why do companies do this?



Thinking About Advertising

Text: Breakfast Cereal Boxes

## Connect 4

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

*Would this be a healthy choice?*



## Explore Some More

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

## Explore Some More

Using the box, give:

- Two reasons why adults would buy this
- 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.