

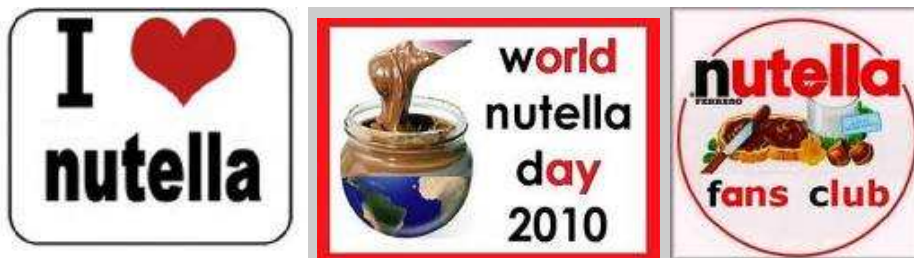
LA DIDATTICA PER COMPETENZE 2.
PROCESSI E MODELLI PER SVILUPPARE LA PROFESSIONALITÀ DOCENTE E
PROMUOVERE IL SUCCESSO FORMATIVO

Unità di Apprendimento

ASSE STORICO SOCIALE

UdA: SPOT ON FOOD

Lingua Inglese



ABOUT NUTELLA

ACTIVITY 1 – Brainstorming Group activity

1. Tell your schoolmates about a time when you were persuaded to buy something through an advertisement.
2. Ask your schoolmates to describe a memorable advertisement (print or commercial). Discuss.
3. Sum up the reasons that made you buy that product.
4. List the aspects that made the previous advertisement memorable.

COMPREHENSION

ACTIVITY 2 – Individual + Group activity. Reading + Speaking + Note taking

Read the texts below and focus your attention on Picture one.
Consider the points suggested and share opinions with the member of your group-
Be ready to report to the class.

Advertising

The communicator uses credibility to influence the audience. The communicator establishes credibility through correctness, eloquence, and having notable authority on a topic.

The audience is influenced by beliefs, values, knowledge and experience. In persuasive writing, the communicator will analyze the audience in order to prepare a message that will speak to that audience.

Finally, the message is the information or argument. It uses data, gives evidence, and provides support for claims.

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Understanding the connection between the communicator, audience, and message **provides context** for making persuasive appeals to reason.

The Appeal to Reason

The appeals to reason—ethos, logos, and pathos are persuasive strategies.

Ethos

Ethical appeals are based on the character of the speaker. An example of ethos, particular to advertising, is using celebrity endorsements.

Logos

Logical appeals are based on logic or reason. This is the information in the document that is meant to be fact or data. In advertising, we see little logos; however, the fine print in drug advertisements would be an example.

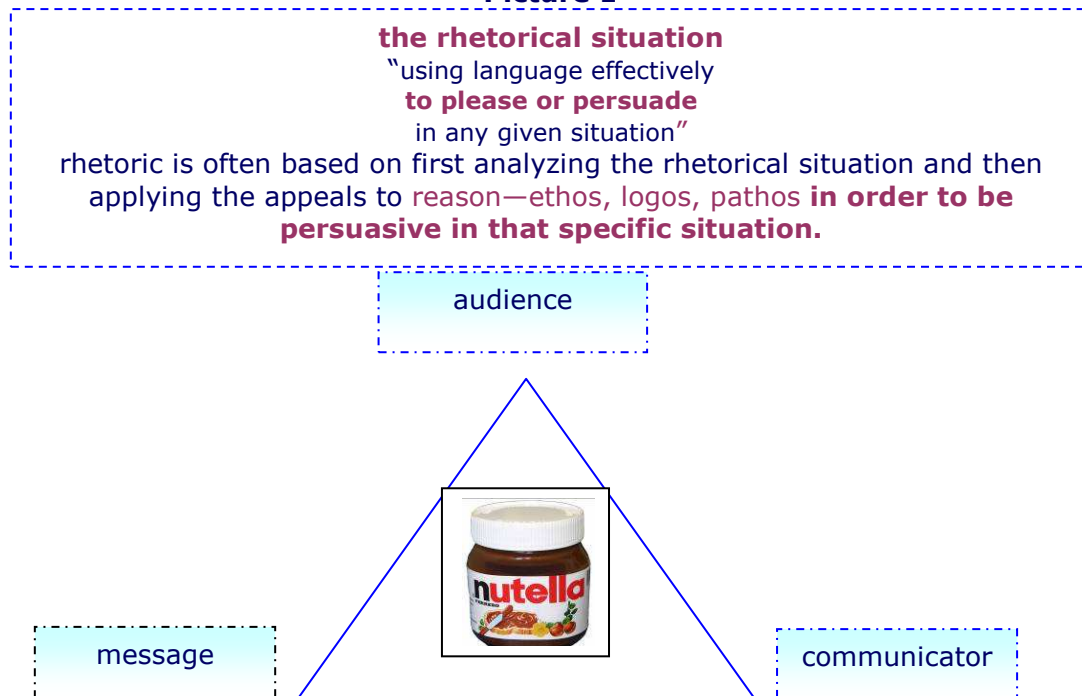
Pathos

Pathetic or emotional appeals are based on emotion.

Advertisements tend to be highly pathos-driven and play on emotions of happiness, sadness, playfulness, excitement, fear and more.

- Essential elements of advertising
- Factors to influence the audience
- Ways to gain credibility
- Most relevant persuasive strategies

Picture 1



Main information

Elements to consider when analysing advertising

Means of persuasion

ANALYSIS

ACTIVITY 3 – Individual + Group activity. Listening skill+ Speaking Skill + Note taking

Watch the **ad** and with reference to previous group work, discuss how the elements of the context create a purposeful, persuasive communication for a specific target. Make sure you consider:

- Audience
- Communicator
- Message

ACTIVITY 4 – Individual + Group activity. Listening skill+ Speaking Skill + Note taking

Analyse the different elements of the ad explain how they make persuasive appeals. Make sure you consider the following:

- Use of color
- Information provided
- Language of message (Key words, register: conversational, formal)
- Images
- Music
- People featured in the images
- Expressions on the people in the image's face

INTERPRETATION

ACTIVITY 5 –Group activity. Note taking +Writing

Reconsider the notes taken to write a short text reorganizing the answer to the questions below

1. Who do you think is the intended audience? Why?
2. How is the ad designed?
3. Does the ad have credibility?
4. Identify ethos, logos, and pathos.

ACTIVITY 6 –Group activity. Follow Up Discussion.

Read the texts below (Text 1 -Text 2) and share information and point of view. Get ready to explain the two messages.

TEXT 1

Nutritional info about Nutella Tasty Breakfast Time

Nutritionists tell us that a balanced breakfast is the most important meal of the day. Spreading a portion of delicious nutella (15g or equivalent of 2 teaspoons) onto a slice of wholegrain toast, then adding a bowl of cereal (unsweetened) with milk or a glass of pure fruit juice can be a good tasty breakfast combination.

And because nutella is packed with hazelnuts, it releases energy slowly. When enjoyed as part of a balanced breakfast on wholegrain toast, it might help you/your child feel fuller for longer. There are two hazelnuts, skimmed milk and a dash of cocoa in every serving of nutella (15g) and its smooth richness means you can spread it straight onto bread so there's no need to use butter or an alternative fat spread. This means that a portion of nutella (15g) on toast contains less fat (3.5g less) and sugar (2.2g less) than jam and butter on toast (measured against a 15g portion of jam with 10g butter).

Guideline daily amounts (GDA) and nutella

Guideline daily amounts or GDAs are a guide for adults and children highlighting all the daily approximate amounts of energy (kcal), fat and other nutrients a person needs every day for a healthy diet.

They are a useful reference point to help us assess our daily diets and create a tasty breakfast. Below is a guide to the % of an adult's GDA provided by a serving of Nutella (15g).

Nutritional information	nutella per 100g	nutella per 15g portion	% GDA * (% of GDA provided by one portion of nutella)
Energy - kJ	2215	335	4%
Energy - kcal	530	80	4%
Protein (g)	6.4	1	2%
Carbohydrate(g)	56.4	8.5	3%
Of which Sugars(g)	55.2	8.3	9%
Fat (g)	31	4.7	7%
Of which saturates (g)	10.3	1.5	8%
Fibre (g)	3.5	0.5	2%
Sodium (g)	0.033	0.005	0%

<<http://www.wakeuptonutella.co.uk/info.php>>

Questions for discussion

- What makes a good breakfast according to the text?
- What makes the breakfast suggested energetic?
- What is a portion of Nutella compared to and for what reason?
- What is the table useful to?

TEXT 2

Nutella delicious? Yes! Nutritious? Probably Not.

<<http://www.obesitypanacea.com/search?q=nutella>>

The point of view of a consumer

Although this may surprise some of our readers, I really like junk food. I eat far too much pizza, I love chicken wings, and Nutella, the original chocolate hazelnut spread, is one of my favourite breakfast condiments (it's tasty on a bagel, but its unbeatable inside a fresh crepe with whipped cream and bananas). The interesting thing about Nutella is that its commercials seem to suggest that it is some sort of health food. For example, check out the [French Nutella commercial](#).

Unfortunately I couldn't find any English Nutella commercials, but I have put my functional bilingualism to work by attempting to translate it for you myself:

There's a lot to experience in the life of a child

Lots of energy to expend...

To play

To dream

To concentrate

So much energy...

To try

And try again
To learn
To grow up
To discover the world

[Voiceover]

Hazelnuts and creamy milk:
Nutella - it takes energy to be a kid

Now that commercial implies several things. First off, it implies that Nutella is a great source of energy, especially for kids. Well it should be a great source of energy - the first ingredient is sugar. In fact, in a 19 gram serving of Nutella, 11 grams are sugar. Of course that energy won't last very long before an insulin spike kicks in and makes the kids lethargic, so they are likely to need something more substantial if they plan to "*discover the world*" for more than an hour or so.

The commercial also implies that Nutella is mainly hazelnuts and milk. However, hazelnuts only make up 13% of Nutella, and skimmed milk makes up less than 7%. I should mention that the ingredients which go into Nutella vary slightly by country, such that while skimmed milk is used in North America, skimmed milk powder is used in most European countries. So while there are a few hazelnuts and at least some skimmed milk products in Nutella, they are drastically outnumbered by the other, less wholesome ingredients.

Many Nutella ads, including those on their American website, suggest that Nutella is not only a great source of energy, but is also a nutritious way to start your day. What type of nutrients? After sugar, the second most common ingredient in Nutella is palm oil. The same palm oil which is high in palmitic acid, a fatty acid which the World Health Organization claims is convincingly linked to increased risk of cardiovascular disease (see the report [here](#), and skip to page 88 for the info on palmitic acid). In fact, roughly half the calories in Nutella are from sugar, and the other half are from fat. Only about 4% of the calories are from protein. The Nutella website also suggests that Nutella is healthy because it "is made with hazelnuts which are a great source of vitamins." Note that they *don't* say that Nutella is a great source of vitamins, because it's not - a single serving has 0% of the recommended daily intake of Vitamins A and C, and just 10% of the recommended intake of Vitamin E.

Despite all of these things, the makers of Nutella still claim that it can be part of a complete breakfast. How is that possible? The complete breakfast that they suggest includes multigrain bread and juice (which many people would argue is still not an ideal breakfast), but the point is that the breakfast is complete *without* the Nutella. If there's anything that I learned from commercials during Saturday morning cartoons, it's that *anything* can be part of a complete breakfast! That doesn't make it healthy food choice.

Despite all of these things, I'm not going to stop eating Nutella - just like I've never stopped eating pizza or drinking pop. Just don't let the good folks at Nutella convince you that it's a healthy option, especially for kids.

Thanks to my awesome cousin Gina O'Leary for suggesting this topic, and to my (equally awesome) girlfriend Daun for stopping me whenever I reach for the Nutella too frequently.

Travis

Adapted from <<http://www.obesitypanacea.com/search?q=nutella>>

Obesity Panacea has been named a Finalist for the 2010 Research Blogging Awards!

Questions for discussion

1. Does the speaker agree with the idea that Nutella is a healthy kind of food?
2. What is the percentage of sugar in a 19 gram serving of Nutella?
3. Is the energy provided by Nutella lasting?
4. Is the percentage of ingredients the same in all countries?
5. What kind of milk is used in Europe?
6. What are the less wholesome ingredients in Nutella?
7. Where do the calories of Nutella come from?
8. What is the point about breakfast made by the consumer?
9. What did he learn from commercials?
10. What kind of consumer is this blogger from Obesity Panacea?

Do the two messages help you to decide what a customer's responsible behaviour should be?

FOLLOW UP

1.

Group work. Reading. Note-taking. Speaking. Writing.

In your group analyse the resources below to learn how to understand food labels. After that read the Nutella label and decide if Nutella can be considered healthy. Prepare a power point presentation to illustrate your decision and support it with consistent information.

UNDERSTANDING FOOD LABELS

1. [Buy healthier food](#)
2. [Food Labels](#)
3. [Hands Off Nutella": Italian Uproar Over EU Food Label Law](#)
4. [How To Understand Food Labels - How To Read Food Labels](#)
5. [The "New" Nutella – A Nutritious Spread?](#)

Be ready to answer the following questions before you can come to a decision

1. How is an ingredients list given?
2. What is the function of a nutritional analysis panel?
3. What is one of the main tasks of the Food Standards Agency
4. What are traffic light labels?
5. When are food labels compulsory?
6. What is a serving size?
7. What is the nutrition information based on?
8. What kind of information do labels provide?
9. What does DV stand for?
10. Is the use of language free in labels?
11. what does light mean?
12. What is the difference calorie-free, fat-free and cholesterol-free?
13. What are some common mistakes made in reading food labels?
14. What measure does the European Parliament be near to approve to fight obesity and give consumers more informed choices?

15. How did most EU countries react to the possible measure?
16. What meaning does "Hands off Nutella" communicate and to whom is it addressed?
17. How did the company's vice-president, Paolo Fulci, react to the EU decision?
18. What does the consumer's comment "Sure, consumers must be informed, but nobody has ever died from Nutella," seem to imply?
19. What is Nutella's ingredients list like?
20. What is the disadvantage of Palm oil?

Nutella® Nutrition Facts

Serving Size: 2 Tbsp • 37g • 1/10 jar	
Amount Per Serving	
Calories 200	Calories from Fat 99
	% DV
Total Fat 11g	17%
Saturated Fat 2g	10%
Cholesterol 0mg	0%
Sodium 15mg	1%
Total Carbohydrate 23g	8%
Dietary Fiber 2g	8%
Sugars 20g	
Protein 2g	4%
Vitamin A 0%	•
	Vitamin C 0%
Calcium 4%	•
	Iron 9%
Unofficial PP: 5 (Pts: 5) ©DietFacts.com	
Percent of Calories from:	
Fat: 49.5% Carb: 46% Protein: 4%	
(Total may not equate 100% due to rounding.)	

EXTENSION

In your group analyse the resources below to prepare some guidelines useful to gradually become a responsible consumer when deciding about the breakfast to have.



<http://www.everydayhealth.com/health-report/healthy-breakfast/components-of-a-healthy-breakfast.aspx>



<http://www.mayoclinic.com/health/nutrition-and-healthy-eating/MY00431/TAB=expertanswers>



http://www.childdevelopmentinfo.com/health_safety/nutrition.shtml

Further resources

<http://www.mayoclinic.com/health/food-and-nutrition/NU00197>

<http://www.breakfastpanel.org/what-makes-a-good-breakfast>

http://www.diet-blog.com/08/eating_breakfast_keeps_teens_lean.php