

# Sales Pitches: Right Back at Ya!

Name: \_\_\_\_\_

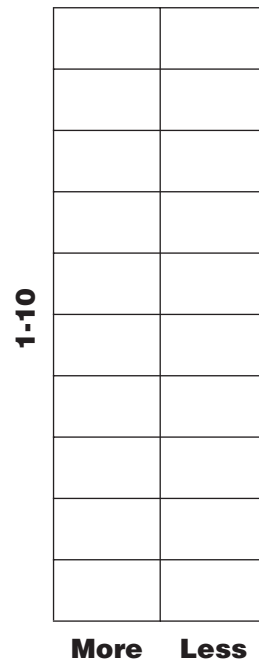
## A. Collecting Data

*Instructions:* Examine the magazine ads to complete the table below.

Food advertised	Purpose? (Circle all that apply.)			Healthy? (Circle one.)	
1.	To sell	To educate	Other	More	Less
2.	To sell	To educate	Other	More	Less
3.	To sell	To educate	Other	More	Less
4.	To sell	To educate	Other	More	Less
5.	To sell	To educate	Other	More	Less
6.	To sell	To educate	Other	More	Less
7.	To sell	To educate	Other	More	Less
8.	To sell	To educate	Other	More	Less
9.	To sell	To educate	Other	More	Less
10.	To sell	To educate	Other	More	Less

## B. Graphing

*Instructions:* Look at the Healthy? column. Count how many times you circled “More” and how many times you circled “Less.” Record your findings on the bar graph.



(continued)

## Sales Pitches: Right Back at Ya! *(continued)*

### C. Right Back at Ya!

*Instructions:* On the back of this sheet, answer the following questions.

1. Choose one of the ads your group examined. How might this ad influence you to eat—more or less healthy? Why?
2. What might you do to avoid allowing advertisements to influence you to eat less healthy foods? Circle any or all of the ideas that may help you:
  - Mute TV commercials
  - Picture a healthier alternative in my mind
  - Eat a healthier alternative
  - Praise myself for each healthier food choice I make
3. Explain why you circled the choice(s) you did. List any additional ideas you may have.