

Unit 3.2.5

The Role of the Media

Key Knowledge and Key Skills

Key Knowledge 3.2.5

The role of the media in shaping food information, beliefs, choices and values and how this can elicit emotional and psychological responses to food, including behaviours and consequences relating to body image, restrictive dieting and comfort eating.

Key Skills 3.2.4

Analyse the role of media in shaping food information and values, and in influencing food choices

Key Skills 3.2.8

Apply practical activities to evaluate factors that influence food selections and demonstrate understandings about repertoires that reflect the healthy eating recommendations of the Australian Dietary Guidelines and the Australian Guide to Healthy Eating.

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Key Terms and Definitions

The term **belief** refers to an opinion or understanding a person has that something is true.

Body image describes the people's mental representation of their bodies; it is a term used to describe how people think and feel about their appearance and body.

Comfort eating is a term used to describe when people eat to experience consolation or feel good.

An **emotional response** is a short-term response to how a person feels.

Food information refers to any information about food.

Media is defined as the means used to communicate to a mass of people; it includes broadcasting, the Internet, and written publications.

A **psychological response** is a type of response that results in a change in a person's behaviour or how they think.

Restrictive diets, as the name suggests, are restrictive. They often require followers to remove one or more food groups from their diets, eat at certain times of the day, or take meal replacement supplements.

A **value** is something important to people that influences their behaviour and attitudes.

The Role of the Media

Media is defined as the means used to communicate to a mass of people. Forms of media such as advertisements, books, digital games, Internet sites, films, food labels, magazine and newspaper articles, radio and television broadcasting, and social media are all used to impart information, beliefs, and values to people and influence their food choices.

The type of information communicated in the media may include:

- advertising and information about new food products;
- advice about economical meals, meal preparation, and nutrition;
- details about weight-loss diets or hot new trends;
- education about food safety and food recall information;
- instructions on how to cook a meal;
- research and findings about nutrition; and
- restaurant reviews.

Some of the information provided in the media is accurate and reliable. It can encourage people develop positive beliefs and values associated with food, which helps them make healthy food choices, have a good relationship with food, and establish healthy food behaviours. However, there is a lot of biased, misleading, inaccurate, and untrustworthy food information in the media. The misinformation presented in the media can result in people developing emotional and psychological responses to food that cause negative personal behaviours.

Emotional and Psychological Responses to Food

An emotional response is a short-term response to how a person feels about food. For example, they may feel disgusted, saddened, or excited. Psychological response to food often lasts much longer—this type of response results in a change in a person's behaviour or how they think. Eating food because they feel that it will make them successful or believe it will align them with a particular image are examples of psychological responses to food.

Strategies the Media uses to Shape Food Information, Beliefs, Choices, and Values

The media uses advertising and marketing to shape the information people receive and influence their beliefs, choices and values. The main intention of the advertising is to sell something for a profit. The most common examples of food marketing include advertisements on television, billboards and social media platforms such as Facebook and Instagram. Other examples of food marketing include labelling and packaging of foods, promotions such as free tastings in supermarkets, competitions, promoting the product with another brand, sponsorship, and give-aways of a product at large public events, influencer promotion, and seasonal promotions. It can also include sale and promotion offers received via App's, SMS and email.

Various techniques can be used to elicit emotional and psychological responses to food. These techniques can shape people's food information and influence their beliefs, choices, and values.

Advergames

Food companies have quickly realised the potential of marketing food to children using Apps. Companies like KFC's Snack in the Face online game and Hungry Jack's Shake and Win App are popular with today's youth. People using the KFC App could earn free snacks by completing daily snack challenges and challenges. All Hungry Jack's Shake and Win players had to do was shake their mobile phones to receive a discount or free meal. This type of food marketing is referred to as advergaming.

Augmented Reality (AR)

Augmented reality is a technology where users combine the real world with computer-generated content to provide information for consumers. For example, real images of meals can be viewed when consumers scan restaurant menus. It can also be used on food packaging. Perfection Fresh, an Australian fresh produce company, provides consumers with the ability to scan a Quick Response Code (a QR Code). The code reveals visual and written information that educates its customers about Perfection Fresh's farms and growers around Australia.

Competitions and Giveaways

To increase sales, many food manufacturers and retailers run competitions with prizes aimed at children. To enter these contests, often, a receipt proving that the food was purchased must be provided. This can result in children and adolescents potentially buying and consuming a large quantity of food, often discretionary food, to enter a competition.

Research has shown that when companies offer toys with food products, particularly fast-food meals, children desire them. They tend to want the food because they believe it looks and tastes better. Fast-food chains such as Macca's have been using this marketing for many years in their Happy Meals. Toys are also available in cereal boxes and even popular chocolates like Kinder Surprises!

Colour

Colour evokes emotions, and when used in food advertising, it elicits an emotional connection with food. The colour purple is associated with wisdom, wealth, and luxury. Blue tends to have a calming effect on people and leads to trust and confidence. Green is often linked with nature, harmony, the environment, and safety, while yellow is associated with energy, warmth, and joy. Similarly, orange also provides warmth, creativity, and excitement. Red is linked with power, strength, determination, and love. White can be seen as unfriendly colour, but it can also be associated with crispness and clarity. In comparison, black is linked with mystery, elegance, and evilness.

The colours red, orange, yellow, and blue are widely used in food marketing and branding or logos by food companies. Studies have shown that these colours attract attention, stimulate hunger, and make us pay attention.

Influencers

An influencer is someone who persuades people to follow them on social media to buy specific products. Companies usually pay influencers to promote products to a particular group of people. Influencers are often athletes, celebrities, or well-known food bloggers.

Often people are unaware that an influencer is being paid to promote a product, kick start a food trend, or recommend a new restaurant. Influencers can easily mislead their audience because they may not have even tried the food product they are promoting or don't use it as much as they say they do. For example, influencers may make nutritional claims about products and promises about the results they achieved following a particular diet, however, they may never have tried the diet.

Any influencer can make posts about nutrition and weight loss, but unless the influencer is a dietitian or nutritionist, consumers need to research their claims to ensure they are accurate. Unfortunately, when an influencer looks fantastic and appears to have a wonderful life, some people may blindly follow their online advice.

Images

Eye-catching cartoon characters, pictures, and photographs can evoke emotion and portray food information to a range of audiences. Cartoon characters may be used to generate excitement in young children, and other images of people connecting may encourage people to develop an emotional connection with a food product.

Popular Culture

Popular culture is a set of objects, beliefs, and practices that are widely used and accepted by many people. Popular culture can refer to items such as food, music, fashion, and entertainment. Popular culture plays a significant role in shaping our food information and food choices.

Food information presented to viewers in popular television cooking programs often includes information about new ingredients, cooking styles, and food fads. This may result in viewers trying new ingredients and using new cooking techniques.

Popular television cooking shows and social media platforms have also introduced people to cuisine from other countries. They have also helped create new celebrity chefs, increase the public profile of existing chefs, and spark interest in restaurant dining.

News Reportage

News reportage refers to media reports such as newspapers, radio, and television. News reportage can provide consumers with information about food, and can impact their food choices. For example, consumers might be subjected to information about the nutritional value of food, changes in the cost of food, how food is produced, and even if it is safe to consume. News reportage can impact whether consumers try or avoid particular foods or diets.

When accessing information about food via news reportage, it is essential to consider whether the information comes from a credible and reliable source. News reportage should only be accessed from credible sources. It should be presented objectively, which means that the news neither advocates for nor against the food product. Credible news reportage enables consumers to decide whether to accept or reject the information presented.

It is also important to be aware that news reportage is not always objective. For example, some segments on news bulletins and lifestyle programs might appear to be objective news stories but may actually be a paid programming story. Paid program stories occur when a manufacturer pays for their food product to be discussed in a news story positively.

Similarly, some advertisements in newspapers and magazines can look like factual articles but are just advertisements written to appear like an informative and genuine article. These articles are referred to as advertorials and are really advertisements in disguise.

Sports Sponsorship

Food companies have sponsored sport events for many years. Some food companies also provide sporting equipment to community soccer, basketball, and football clubs. As a result, people often view food advertised at sporting events positively, mainly because they are happy when watching sport. However, research from the Cancer Council in Victoria found that parents of children who played sports sponsored by fast-foods associated these foods with a healthy and active image. This is a significant concern when over 50% of children play a sport once a week.

Use of Language and Vocabulary

Food companies often use persuasive words in advertising to entice consumers to buy their products. Food marketers choose their words carefully; matching the correct language to their target market is essential. When aiming to get an adult to buy a product, food marketers might use the words 'gourmet,' 'natural,' 'family,' and 'value.' Children and adolescents tend to respond to words like 'pop,' 'excellent,' or 'new.'

Using popular songs, a memorable melody, or a catch-phrase in an advertisement helps people remember the food product, making them more likely to purchase it.

Watch this example of a food company sponsoring sport: https://youtu.be/iCq_55NIGqE

Watch this example of an advertisement with rewards, competitions and a catchy tune:
<https://www.youtube.com/watch?v=R8dYZM9AdPo>

Body Image and the Media

Body image describes people's mental representation of their bodies; it is the term used to describe how people think and feel about their appearance and body. People with a healthy body image often accept how they look and generally feel good about their bodies. People with a poor body image often compare their shape and size with others. They tend to feel conscious about how they look and often think they would be happier if they could change their appearance. In the past, females were believed to have the highest prevalence of poor body image. However, an increasing number of males are also experiencing poor body image (Mussap, n.d.).

The media can have a significant influence on the way people see themselves and how they want to look. The media consistently portray images of people that reflect what society deems as 'perfect' or 'ideal'. Unfortunately, these images are often of digitally altered tall, slim, and muscular models. Seeing these images in advertisements can result in people comparing themselves with the people in the media and feeling dissatisfied with their bodies. It can place significant pressure on people to work towards achieving the perfect body, which is generally unattainable and unrealistic.

To look like these models, people often engage in unhealthy lifestyle behaviours. People often end up following restrictive diets, taking muscle-building or weight-loss supplements or engaging in excessive amounts of exercise. This constant flow of multimedia advertising impacts how people feel about their bodies, which ultimately shapes their food beliefs, choices and values.

Watch this advertisement that correlates an active person working out with a low sugar breakfast cereal:

<https://youtu.be/azFtMICFeM>

Watch this advertisement that implies that consuming a breakfast cereal will make people adventurous and muscly: <https://youtu.be/zx7ydbcuWEo>

While the media can have a negative impact on body image, it can also have a positive influence on body image. Some food companies celebrate and promote natural looks, diverse body shapes, and healthy body sizes. Studies have found that when exposed to positive messages about body image, people feel better about their bodies and their mood improves (University, 2019). If people see advertisements or social media feeds that use images of everyday people, they might realise it is okay not to look like the models portrayed in advertisements. They may start to accept their body shapes and value their appearance more and develop a more positive relationship with food.

Watch this video with food marketing that attempts to correlate a positive body image with eating chocolate:

<https://youtu.be/6FEaDY1BMus>

Watch this video that provides some tips on how to promote positive body image: <https://youtu.be/OZqliLZBbTl>

Restrictive Dieting and The Media

Restrictive diets, as the name suggests, are restrictive. People generally follow restrictive diets to lose weight, reduce body fat, or gain muscle mass. Restrictive diets often consist of rules that people must adhere to or supplements they must take to achieve their desired outcome, which is usually the ideal body image portrayed in the media. Restrictive diets often require followers to remove one or more food groups from their diets, eat at certain times of the day, or take meal replacement supplements. The main idea is that people restrict their energy consumption and lose weight quickly.

People may initially lose weight when they begin a restrictive diet; however, the body responds to a reduction in energy intake by slowing the metabolism to conserve energy. This often impairs further weight loss, leaving a person feeling disappointed and disheartened. Restrictive dieting also initiates the release of the hormone ghrelin. Ghrelin is released when the stomach is empty; this stimulates appetite, increases hunger, and makes it harder for people to lose weight. This can make people feel irritable and lethargic.

With a reduced metabolism and increased appetite, people often find themselves unable to follow a restrictive diet. They usually break one or more restrictive diet rules or completely give up the dieting regime. Stopping the diet may make them feel like failures. This contributes further to low self-esteem and poor body image.

People often return to their original eating habits when they stop their restrictive diet. They may even over-indulge in the food they have been deprived. Because their metabolism is slow, they tend to regain the weight they initially lost and a few extra kilograms. Sometimes after stopping a restrictive diet, people may begin the same or a new type of restrictive diet a short while later. They may think they have learned from their mistakes and will be successful next time.

Companies use various forms of media to promote weight-loss products and services to consumers. Social media is now one of the most preferred ways to promote products and services. The use of social media to promote food information has resulted in companies developing sophisticated marketing campaigns that target people of all ages. These marketing campaigns often contribute to people's belief that society values people that are thin and attractive. Sending this message is likely to negatively impact how people feel about themselves and influence them to follow a restrictive dieting regime.

Many forms of media, including social media, use distorted reality for advertising restrictive diet-related products and services. Images of unnaturally thin or overly muscly models are often featured in advertisements. These photos tend to be edited to make models appear more attractive, skinnier, or muscular. People that view these advertisements often compare themselves with the digitally enhanced images. People that consistently see these images on their social media feeds often experience lower self-esteem and poor body image. This may influence people to follow restrictive diets or use the advertised weight-loss product or service.

The media often report unrealistic diets, food supplements, or trends that people often find impossible to follow long term. Instead, the media could provide helpful and more realistic information about dieting and food intake.

Watch this video that discusses the impact of the media and restrictive diets on overall health:

<https://youtu.be/lIwwKkuy5gI>

Watch this educational video about the impact of social media on body image: <https://youtu.be/KLwPZa0ihmQ>

Comfort Eating and The Media

Comfort eating is a term used to describe when people eat to experience consolation or feel good. It occurs when people eat foods that elicit an emotional response. People tend to associate comfort eating with foods prepared and consumed when they were children or with people they care about. Many comfort foods have a sentimental appeal; they often remind people of a particular person, event, celebration, or time in their lives.

While comfort foods are more likely to be salty or sweet and high in energy, they can also be rich in nutrients and low in energy. Australia's Best Recipes, a popular website, has identified chicken soup, hearty stews, roast dinners, spaghetti bolognese, and sweet puddings as popular comfort foods. For many people, these typical homemade comfort foods provide warmth on a wintery day and perhaps fond memories of time spent with family and friends.

Some people feel they can cope better in difficult situations when they eat for comfort. They may comfort eat when they feel alone, excluded, sad, or worried. Consuming foods that remind them of a time in their lives when they felt content, happy, and loved may, in the short term, help them cope with their negative emotions. It might help people feel good and contribute positively to their overall emotional and psychological wellbeing; however, consuming excessive amounts can damage their health. It is advised that people seek healthy ways to cope with long-term challenging emotions rather than eating for comfort.



The Role of the Media and Comfort Eating

The media often create advertisements that connect with people's emotions and memories. People are more likely to buy food if it appeals to their feelings and makes them feel good. Advertisements often suggest a food will evoke feelings of belonging and comfort, influencing people to buy their product. Chocolate is often depicted as comfort food that fulfils a range of emotional needs, however, healthy foods can give comfort to people too.

Watch this video of an advertisement that associates chocolate with time to destress:

<https://youtu.be/0WiPrYJ4B48>

Watch this video of an advertisement that correlates chocolate with sensuality: <https://youtu.be/SwPwQ4S4op8>

Watch this video of an advertisement that shows chocolate being given as a gift to show appreciation and love: <https://youtu.be/TfMt3HN8tuY>

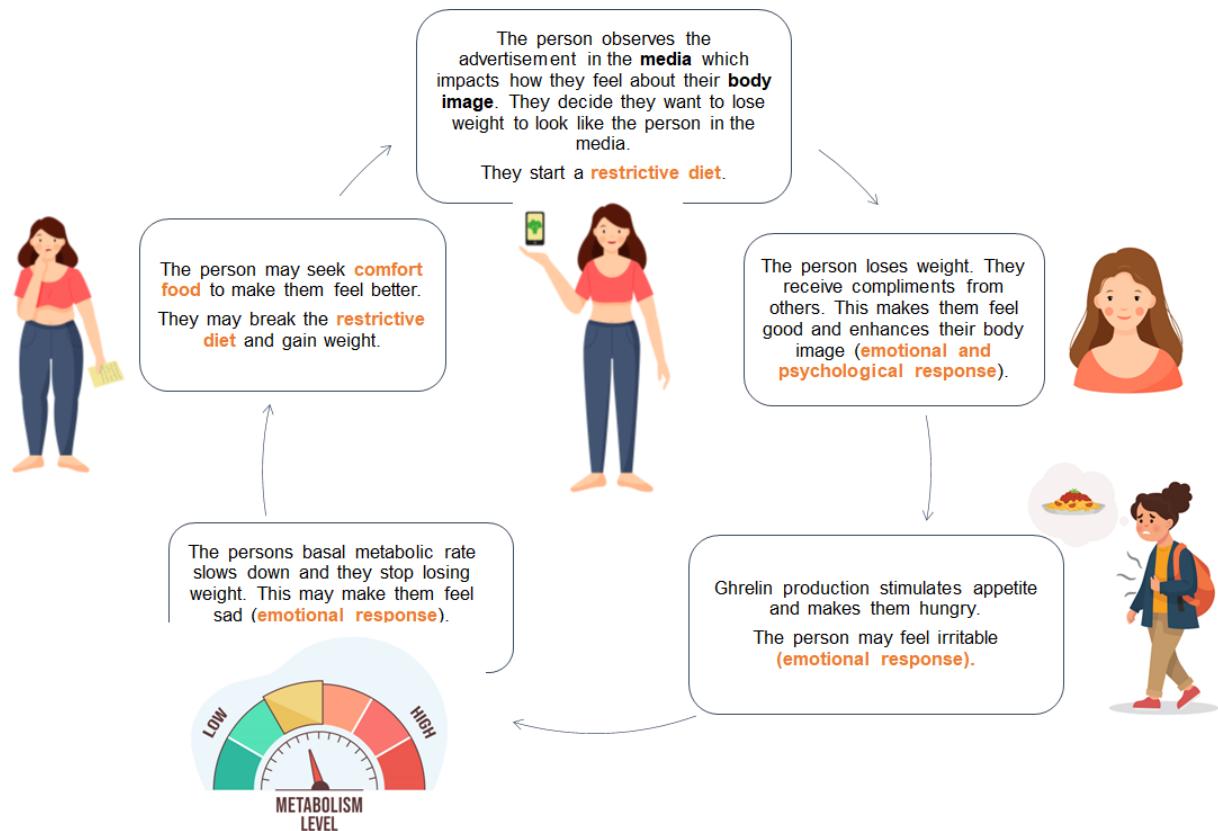
Over the last 2 years, there seems to have been a significant increase in the representation of comfort foods in the media. This could be attributed to the COVID19 lockdowns that Australians experienced in 2020 and 2021. During this time, families were required to work and attend school online. People were not permitted to dine at restaurants, bars, and cafes. Consequently, many families found they had more available time to prepare meals at home. With the additional available time, many people turned to making and eating comfort foods that reminded them of happy times and may have also lifted their spirits during a challenging time.

Many people began sharing their images of the comfort food they were making with family and friends on social media platforms and by video conferencing and face-timing each other on their digital devices. This helped people develop a sense of connectedness with friends and family. It was good to see media and comfort eating be used positively in what was a difficult time for many.



Body image, Restrictive Dieting and Comfort Eating.

The image below identifies the relationship between the media, emotional and psychological responses to body image, restrictive dieting, and comfort eating.



References

Mussap, A. P. A., n.d. *Why are male body image issues on the rise?*. [Online] Available at: <https://this.deakin.edu.au/society/why-are-male-body-image-issues-on-the-rise> [Accessed May 2022].

University, K., 2019. *Positive Effects of Social Media on Body Image*. [Online] Available at: <https://online.king.edu/news/social-media-and-body-image/> [Accessed 05 May 2022].

Written Activity One

Advert analysis

1. Find two advertisements related to food in a magazine. The free magazines from Coles and Woolworths often have lots of good examples.
2. Complete the table below:

Questions	Advertisement One	Advertisement Two
What is the product being advertised?		
Where did you find the ad?		
List three advertising and marketing techniques that have been used in the ad.		
How does this advertising and marketing technique influence people's information, beliefs, choices, and values?		
What kind of emotional and psychological responses to food does this advertisement elicit?		

Written Activity Two

Create a Cartoon

Create a cartoon sequence or storyboard that shows the relationship between emotional and psychological responses to body image, restrictive dieting, and comfort eating.

Refer to the diagram in the text to help you understand this concept.

Here is a helpful website where you can find lots of free vectors: <https://www.freepik.com/>

Written Activity Three

Not Quite, Twenty Questions!

Answer these questions in complete sentences.

1. What does the term 'body image' mean?
2. What type of bodies does the media often depict in advertising?
3. How might the media's portrayal of body image impact people's emotional and psychological well-being?
4. What is a restrictive diet? Provide some examples of restrictive diets.
5. How effective are restrictive diets? Justify your response.
6. How can a restrictive diet influence basal metabolism?
7. How might the media's portrayal of body image influence people to follow a restrictive diet?
8. How might a reduced metabolism impact the emotional and psychological well-being of a person following a restrictive diet?
9. What impact might a restrictive diet have on someone's social life? How might this impact their emotional and psychological well-being?
10. What does the term 'comfort eating' mean?
11. Is it possible for comfort food to be healthy food? Why? Why not?
12. What kind of comfort foods do you eat?
13. Why are high-fat, salt, or sugary foods often used as a reward? What impact might this have on people's behaviour?
14. How might the way the media portrays body image influence comfort eating?
15. When might a person following a restrictive diet seek comfort foods?

Practical Activity One

Instaworthy Breakfast Board

Read the design brief below. Design, make, and evaluate the product outlined in the design brief.

Design Brief

Social Media and popular culture has a significant impact on our food choices; we have seen a range of food trends over the last few years.

The Latest Trend in Charcuterie Boards? Breakfast, of Course

By Katherine Gillen, Mar. 2, 2021 (Modified)

What are two things we'll never get tired of? Breakfast food and charcuterie boards. We are leaving pancake cereal in the past, because 2021 is about a new ultimate mashup trend. Behold the breakfast charcuterie board.

Sometimes called a brunch board, it's basically what it sounds like: a collection of breakfast meats, carbs and fruit, artfully arranged on a large charcuterie board or cheese plate. According to data from Pinterest, searches for "breakfast charcuterie boards" are up 400 percent year over year. (Read: Bacon and eggs are about to take over your feed.)

Pancakes seem to be the most popular choice for these spreads, likely because they are easy to make mini, and you don't need any special equipment. In fact, making your own breakfast charcuterie board is delightfully easy if you know how to flip a flapjack and fry up some bacon.

Source: <https://www.purewow.com/food/pancake-charcuterie-boards>

Your task is to design a breakfast board. Your breakfast board must include pikelets, apple compote (recipes provided), and an egg prepared as you wish. You need to make one choice from each of the food categories below to include on your breakfast charcuterie board:

Let's Design

Select one ingredient from each of the categories below:

Charcuterie	Cheese	Fruit	Spreads	Yoghurt
<input type="checkbox"/> Ham	<input type="checkbox"/> Ricotta	<input type="checkbox"/> Banana	<input type="checkbox"/> Honey	<input type="checkbox"/> Natural Greek
<input type="checkbox"/> Bacon	<input type="checkbox"/> Cream Cheese	<input type="checkbox"/> Grapes	<input type="checkbox"/> Nutella	<input type="checkbox"/> Fruit flavoured
<input type="checkbox"/> Salami	<input type="checkbox"/> Cheddar	<input type="checkbox"/> Blueberries	<input type="checkbox"/> Peanut Butter	<input type="checkbox"/> Honey Flavoured
	<input type="checkbox"/> Colby	<input type="checkbox"/> Strawberries	<input type="checkbox"/> Butter	

Complete a sketch of how you will present your breakfast board:

Let's Cook!

Make the pikelets and apple compote.

Pikelets	
Preparation Time: 15 minutes	Cooking Time: 15 minutes
Ingredients:	
<input type="checkbox"/> 1 cup self-raising flour	<input type="checkbox"/> 1 egg
<input type="checkbox"/> 1 tablespoon caster sugar	<input type="checkbox"/> 15g butter
<input type="checkbox"/> $\frac{3}{4}$ cup reduced-fat milk	<input type="checkbox"/> Canola oil cooking spray
<input type="checkbox"/> $\frac{1}{4}$ teaspoon vanilla extract	
Method:	
1. Tie back your hair, wash your hands and put your apron on.	
2. Collect and measure your ingredients.	
3. Melt the butter in a microwave-proof bowl in the microwave.	
4. Sift the flour and sugar into a bowl and make a well in the centre.	
5. Whisk the milk, vanilla, and eggs in a jug until combined. Add to the flour mixture. Whisk until just combined.	
6. Add butter. Whisk to combine.	
7. Lightly spray a non-stick fry pan with oil. Heat over medium heat.	
8. Cook tablespoons of the batter in batches for 1 or 2 minutes or until tiny bubbles appear on the surface.	
9. Turn and cook for 1 to 2 minutes or until cooked through.	
10. Keep warm on a plate covered with foil.	
11. Make additional pikelets with the remaining batter.	
Apple Compote	
Preparation Time: 15 minutes	Cooking Time: 15 minutes
Makes: 1 cup	
Preparation Time: 15 minutes	Cooking Time: 15 minutes
Ingredients:	
<input type="checkbox"/> 10 grams of butter to grease	<input type="checkbox"/> 1 tablespoon caster sugar
<input type="checkbox"/> 2 small red apples	<input type="checkbox"/> $\frac{1}{4}$ teaspoon ground cinnamon
<input type="checkbox"/> 20 grams butter	
Method:	
1. Cut apples into quarters and remove cores. Cut each quarter into three slices.	
2. Melt butter in a frying pan and add sugar and cinnamon. Stir to dissolve.	
3. Add apple slices and 1/4 cup water.	
4. Cook over medium heat, occasionally stirring, for 5 minutes or until the apples are tender.	

Adapted from <https://www.taste.com.au/recipes/pikelets-3/c2fa143f-771d-4b33-945d-950e6a4f43e2>

Let's Advertise!

When you have produced your breakfast board, create a food advertisement for social media of your breakfast board.

Let's Evaluate!

Answer the following questions:

1. In the table below:

Identify the advertising techniques you used to advertise your breakfast board.

Explain why you used these advertising techniques.

Advertising Technique	Explanation

2. Explain why companies use social media for advertising food products.

3. Place the ingredients in your breakfast board in the Australian Guide to Healthy Eating at this link:

https://www.eatforhealth.gov.au/sites/default/files/content/The%20Guidelines/N55_A4_DG_Food_Plate_Bank_HiRes.pdf

4. Complete a positive minus and interesting chart on the nutritional value of your breakfast board.

Positive	Minus	Interesting

Practical Activity Two

Weight-loss Smoothie Makeover

Let's Research

Select one of the advertisements at the links below:

- <https://www.forzasupplements.co.uk/blogs/fitness-wellbeing/forza-diet-advertise-on-london-underground>
- <https://www.pinterest.com.au/teamneulife/product-ads/>
- <https://www.cnbc.com/2015/07/01/protein-worlds-beach-body-ready-ad-not-offensive-watchdog.html>
- <https://in.pinterest.com/pin/848576754772552294/>
- <https://www.uprotein.com.au/premium-meal-replacement-shake/>

Answer the following questions:

1. **Identify** three techniques used in the advertisement and **explain** how they may shape a person's food information, beliefs, choices and values.

2. **Explain** how this advertisement might influence people's emotional and psychological responses to body image.

3. **Explain** why consuming meal replacements are considered a type of restrictive dieting.

4. **Outline** the consequence of using meal replacements on people's social behaviour and how this can impact emotional and psychological wellbeing.

Let's Plan

Your task is to design a nutritious smoothie from natural, wholesome ingredients. Homemade smoothies are an excellent option for breakfast or a snack, especially if they include a wide variety of healthy foods that are nutrient-dense and provide satiety.

Select one ingredient from each of the categories below to include in your smoothie:

1 TB Cereal Grain:	½ cup vegetable:	½ cup frozen fruit:	1 cup liquid:	1 TB protein:
<input type="checkbox"/> Rolled oats <input type="checkbox"/> Oatmeal <input type="checkbox"/> Bran	<input type="checkbox"/> Steamed cauliflower <input type="checkbox"/> Kale <input type="checkbox"/> Spinach <input type="checkbox"/> Beetroot, precooked	<input type="checkbox"/> Banana <input type="checkbox"/> Raspberries <input type="checkbox"/> Blueberries <input type="checkbox"/> Mango <input type="checkbox"/> Pineapple	<input type="checkbox"/> Light milk <input type="checkbox"/> Soy milk <input type="checkbox"/> Coconut water	<input type="checkbox"/> Yoghurt <input type="checkbox"/> Sunflower seeds <input type="checkbox"/> Pumpkin seeds <input type="checkbox"/> Almonds <input type="checkbox"/> Hemp seeds/ hearts

Let's Make It!

1. **Collect and measure** your ingredients.
2. **Peel and cut** your ingredients into small bite-sized pieces (if required).
3. **Place** your ingredients into a blender.

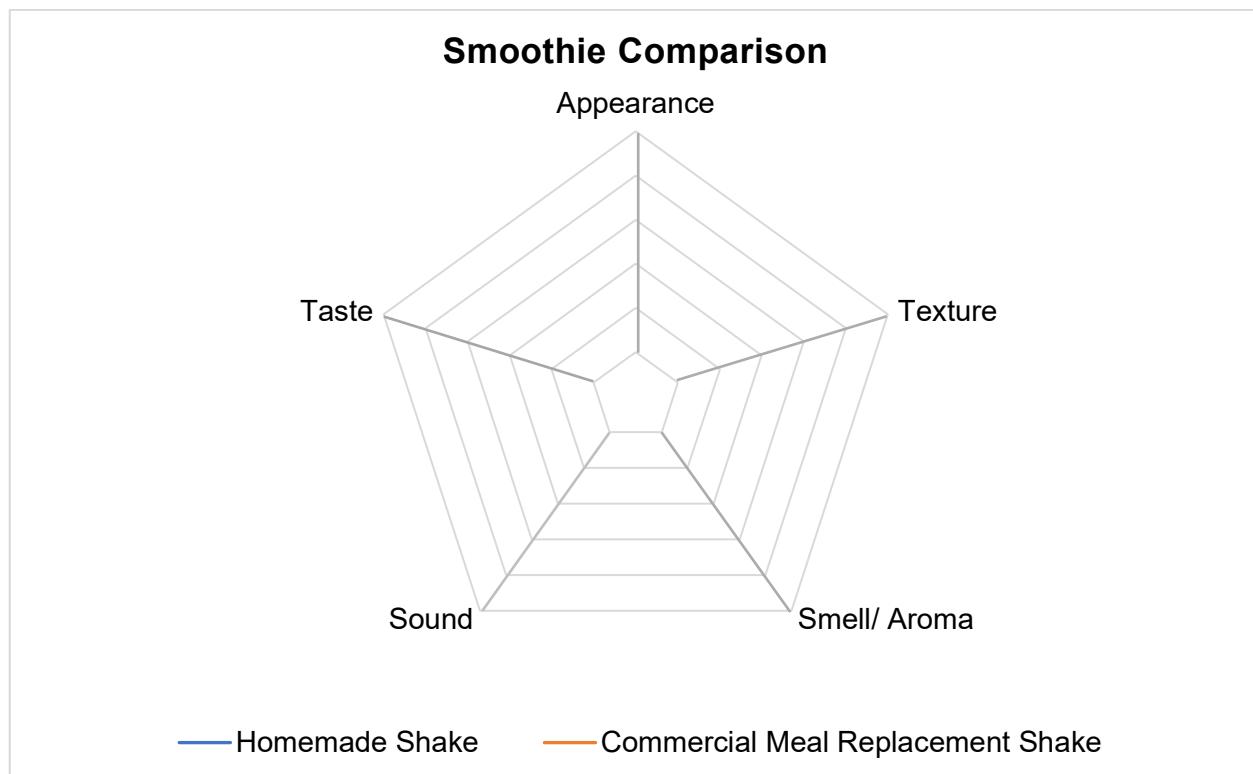
Watch this video to find out how to use a blender safely: https://youtu.be/lz6i_LWALGU

Let's Compare

Various companies promote the consumption of a shake as a meal replacement.

Use the radar graph below to conduct a sensory analysis of the smoothie you create with a shake by a popular meal replacement company.

- **Use** a different coloured pen to evaluate each smoothie.
- **Place** a dot on the line representing how you feel about each sensory property.
- **Join** the dots; the more the shape represents a pentagon shape, the more it is well-liked.



Let's Evaluate

1. How does the nutritional value of your smoothie compare with the one for the meal replacement shake you analysed?

2. Which smoothie best meets the rationale of the Australian Guide to Healthy Eating? Justify your response.

3. What ingredients in your smoothie promote mental wellbeing? Justify your response.

4. What ingredients in your smoothie influence satiety? Justify your response.

Practical Activity Three

Soup-ology

Let's Research

Read the article at this link:

<https://www.psychologytoday.com/us/blog/minding-the-body/201810/soup-ology-the-science-soups-appeal>

Answer the questions:

1. Why is soup considered a comfort food?

2. What foods do you consider comfort foods? Why do you consider these comfort foods?

3. What kind of situations might seek comfort foods?

4. What emotional and psychological responses does the article suggest people experience when they consume comfort foods?

5. Is this a credible article? Why? Why not?

Let's Design

Your task is to design a soup using a basic Cream of Vegetable Soup recipe from Cookery the Australian Way.

Your teacher may prefer you divide the quantities in half.

You might like to serve your soup with croutons or French garlic bread from the same recipe book.

Select the soup you wish to make from the list below:

<input type="checkbox"/> Asparagus	<input type="checkbox"/> Carrot	<input type="checkbox"/> Cauliflower	<input type="checkbox"/> Celery	<input type="checkbox"/> Leek
<input type="checkbox"/> Mushroom	<input type="checkbox"/> Potato	<input type="checkbox"/> Pumpkin	<input type="checkbox"/> Zucchini	<input type="checkbox"/> Iced cucumber
<input type="checkbox"/> Vichyssoise				

Summary Activity

What is the main idea about the key knowledge & key skills?	
Define the term 'media.'	Provide examples of media.
Identify and explain five techniques used in the media to shape food information, beliefs, choices and values.	

Define the term body image.	Explain how body image impacts emotional and psychological responses.
Define the term restrictive dieting.	Explain how restrictive dieting impacts emotional and psychological responses.
Define the term comfort eating.	Explain how comfort eating impacts emotional and psychological responses.

Draw a diagram demonstrating the relationship between:

- The media in shaping food information, beliefs, choices, and values.
- Body image, restrictive dieting, and comfort eating.

Exam Preparation

Section A - Multiple Choice Questions (5 marks)

Question 1

1. Sometimes people eat food because it reminds them of a time when they were cared for.

This is referred to as:

- Comfort eating.
- Mindful eating.
- The dopamine effect.
- Sensory appreciation.

Question 2

Which of the following emotional and psychological responses to food is portrayed in this advertising phrase:

"Have a Break, Have a Kit Kat."

- Consuming this food product will promote feelings of connectedness.
- Consuming this food product will provide an opportunity to relax.
- Consuming this food product will impact body image.
- Consuming this food product will induce happiness.

Question 3

Bill was following a diet set by his personal trainer. It involved following rules regarding the time he could eat and reducing the amount of carbohydrates consumed.

Initially, he lost weight and received some compliments from friends. However, he eventually broke the dieting rules and felt guilty.

This is an example of an emotional and psychological response to:

- Restrictive dieting.
- Comfort eating.
- Body image.
- Media.

Question 4



Advertisements like the one above aim to shape which of the following values:

- Consuming nutritious foods.
- Nurturing of the environment.
- Value for money.
- Supporting local businesses.

Question 5

Which one of the following is an emotional response to food?

- a. Feeling disgusted at the thought of eating a particular food.
- b. Eating to reward oneself for achieving a goal.
- c. Eating in response to boredom.
- d. All of the above.

Section B – Short Answer Responses (15 marks)

Question 1 (9 marks)

The Atkins diet is a high-protein and high-fat diet and limits the amount of carbohydrates.

1. Explain why the Atkins diet is considered a restrictive diet. (3 marks)

2. Explain how the media might influence people to follow restrictive diets. (2 marks)

3. Explain one emotional and psychological response someone may experience when they follow a restrictive diet. (2 marks)

4. Discuss how following a restrictive diet may result in a change in a person's behaviour. (2 marks)

Question 2 (6 marks)



a. Analyse how media can be used to influence teens' food choices in the advertisements for a health shake above. (4 marks)

b. Explain how this advertisement may shape teenage behaviour in relation to body image or restrictive diets. (2 marks)

Exam Preparation

Section A - Multiple Choice Questions (5 marks)

Question 1

1. Sometimes people eat food because it reminds them of a time when they were cared for.

This is referred to as:

- Comfort eating.
- Mindful eating.
- The dopamine effect.
- Sensory appreciation.

The answer is A. When people eat in response to connecting with emotion, they are seeking comfort. Therefore they are comfort eating.

The answer is not B. Mindful eating refers to being aware of the amount and type of food consumed.

The answer is not C. Dopamine is a hormone that promotes positive feelings. People may eat to experience positive emotions but eating food that induces positive emotions may not necessarily remind them of a time when they were cared for.

The answer is not D. Sensory appreciation involves describing the sensory properties of a dish.

Question 2

Which of the following emotional and psychological responses to food is portrayed in this advertising phrase:

“Have a Break, Have a Kit Kat.”

- Consuming this food product will promote feelings of connectedness.
- Consuming this food product will provide an opportunity to relax.
- Consuming this food product will impact body image.
- Consuming this food product will induce happiness.

The answer is not A. The phrase does not mention having a break with other people.

The answer is B. The idea of having break insights the idea of relaxing or relieving stress.

The answer is not C. The phrase does not relate to body image.

The answer is not D. Having a break does not necessarily induce happiness.

Question 3

Bill was following a diet set by his personal trainer. It involved following rules regarding the time he could eat and reducing the amount of carbohydrates consumed.

Initially, he lost weight and received some compliments from friends. However, he eventually broke the dieting rules and felt guilty.

This is an example of an emotional and psychological response to:

- Restrictive dieting.
- Comfort eating.
- Body image.
- Media.

The answer is A. Bill was on a restrictive diet. Feeling guilty is an emotional and psychological response.

The answer is not C. The stimulus does not mention eating as a means of seeking comfort.

The answer is not C. While this can lead to feelings of poor self-worth and body image, it does not explicitly refer to this in the stimulus.

The answer is not D. There is no mention of the media in the stimulus.

Question 4



Advertisements like the one above aim to shape which of the following values:

- Consuming nutritious foods.
- Nurturing the environment.
- Value for money.
- Supporting local businesses.

The answer is not A. The advertisement does not mention the nutritional value of the foods sold at the market.

The answer is not B. The advertisement does not discuss any environmental benefits of the food available at the local market.

The answer is not C. The advertisement does not discuss the cost or quality of the food available at the local market.

The answer is D. The advertisement states that the market supports local farmers.

Question 5

Which one of the following is an emotional response to food?

- Feeling disgusted at the thought of eating a particular food.
- Eating to reward oneself for achieving a goal.
- Eating in response to boredom.
- All of the above.

The answer is D. All of the responses relate to an emotion.

Section B – Short Answer Responses (15 marks)

Question 1 (9 marks)

The Atkins diet is a high-protein and high-fat diet and limits the amount of carbohydrates.

- Explain why the Atkins diet is considered a restrictive diet. (3 marks)

For two marks, the student needed to explain what a restrictive diet was.

Any one or more of the following responses was accepted.

- A restrictive diet is a diet that excludes one or more of the five food groups in order to lose weight.
- A restrictive diet encourages individuals to purchase particular food products or supplements to aid weight loss or eat at specific times of the day.

For one mark, the student needed to explain why the Atkins diet was considered a restrictive diet.

The following response was accepted.

The Atkins diet is considered a restrictive diet because it limits the amount of carbohydrates to be consumed but encourages higher consumption of protein and fat.

- Explain how the media might influence people to follow restrictive diets. (2 marks)

For two marks, the student needed to explain how the media might influence people to follow restrictive diets.

Any one of the following responses was accepted.

- The media might use advertisements to encourage people to follow restrictive diets. They may use celebrity endorsements in these advertisements.
- The media might use an advertisement that looks like a news report to influence people to follow a restrictive diet. People tend to trust the information because it presents as factual information.
- Social media can be used to influence people to follow restrictive diets. People seeing social media posts develop trust that a diet will work when the diet receives lots of likes or is endorsed by an influencer.

- Explain one emotional and psychological response someone may experience when they follow a restrictive diet. (2 marks)

For two marks, the student needed to explain one emotional and psychological response people may experience when they follow a restrictive diet.

Any one of the following responses was accepted.

- When a person follows a restrictive diet, they may lose weight. Initially, they may receive compliments from people, making them feel positive about themselves.
- When a person follows a restrictive diet, they may stop losing weight. This may make them feel like failures.
- When a person breaks a rule in a restrictive diet, they may feel like they are not successful, leading to poor body image.

- Discuss how following a restrictive diet may result in a change in a person's behaviour. (2 marks)

For two marks, the student needed to identify one behaviour that may result when someone follows a restrictive diet.

Any one of the following responses was accepted.

- A person may become focused and obsessed with food. They might adhere closely to the restrictive diet and only eat what they are permitted to eat on the diet.
- A person may decrease their social interaction with other people. This may occur because they cannot consume the food available at social events.

Question 2 (6 marks)



a. Analyse how media can be used to influence teens' food choices in the advertisements for a health shake above. (4 marks)

For 2 x 2 marks, the student needed to identify two key points in the advertisement that would influence teens to choose to buy and consume the health shake.

The following key points could have been included in the response:

- The advertisement states that a free trial is available. This can elicit a sense of excitement in people, encouraging them to try something new by giving them something for free. People may think this is value for money and sign up for the free trial.
- The colour yellow has been used in the advertisement, which can represent positivity and happiness. This gives people the idea that they will be happy if they try the product.
- Images of fruits and vegetables have been used in the advertisement. This may lead people to believe the product contains fruits and vegetables and therefore is healthy. This encourages people to buy the product.
- The phrase or language 'Drinks slim,' 'Dairy Free,' and 'Health Shake' has been used. This may give some people the idea that it is healthy or makes them slim.
- The advertisement is advertising that there are five assorted flavours. This may encourage people to buy all the flavours to see which one they like. This may elicit an exciting emotion.
- The image of a muscly woman gives people the idea that they will look like the woman in the advertisement if they consume the product.

b. Explain how this advertisement may shape teenage behaviour in relation to body image or restrictive diets. (2 marks)

For 1 x 2 marks, the student needed to briefly explain how advertisements such as the one depicted can elicit an emotional and psychological response related to body image.

Responses needed to focus on body image or restrictive diets.

A possible response may have included one of the following:

- Teenagers looking at this advertisement of a muscly woman might feel inadequate and develop a poor body image as they may not look like the female depicted. They may buy the product in order to look like the person in the picture.
- Teenagers who look at this advertisement of a muscly woman might feel inadequate as they may not look like the female depicted. This may make them sad and inclined to start following a restrictive diet in order to look like the person in the image.

Starter Activity One

What is media?

Students to read the cards and complete the exercises accordingly.

If you looked at a billboard yesterday, do 4 of these stretches.



If you watched a Tik Tok yesterday, do 3 squats.



If you used the internet yesterday, reach to the sky for 5 seconds.



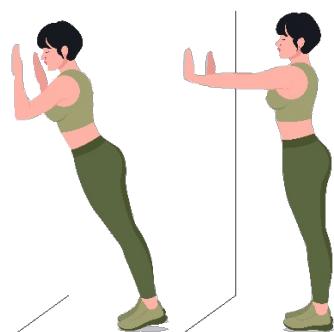
If you listened to the radio yesterday, stretch your arms 4 times on each side.



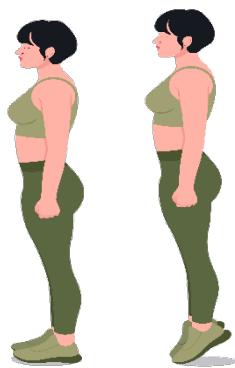
If you read a book yesterday, stretch to the side 4 times.



If you read a food label yesterday, do 4 wall presses.



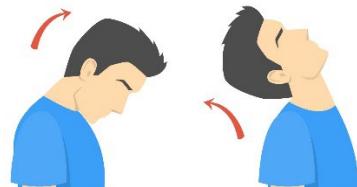
If you listened to a podcast yesterday, do 3 calf raises.



If you read a magazine or newspaper yesterday, lift each knee 2 times.



If you had an online meeting or event yesterday, move your neck up and down 3 times.



The teacher to ask students to:

- all stand up;
- sit down if you did just one of the exercises;
- sit down if you did just two of the exercises;
- sit down if you did just three; and
- sit down, if you did all 4 of the exercises.

How much time, on average, do you think young people spend using media each day?

Remember media includes watching TV, going online, using cell phones, playing video games, listening to music, and reading.

Original Source: Dine, Nutrition Education for Life, Food Advertising.

Starter Activity Two

Food Package Scavenger Hunt

Look through the food packages or advertisements that are on display.

Find a food package that uses each of the following advertising and marketing techniques:

Advertising and Marketing Techniques	Name of the Food Package
<input type="checkbox"/> The colour green to represent the environment	
<input type="checkbox"/> Cartoon characters	
<input type="checkbox"/> A Catch phrase	
<input type="checkbox"/> A giveaway or prize in the package.	
<input type="checkbox"/> A competition.	
<input type="checkbox"/> Images of people that are smiling.	
<input type="checkbox"/> Sponsorship of a sport event.	
<input type="checkbox"/> A celebrity endorsement.	
<input type="checkbox"/> Augmented reality, such as a QR code.	
<input type="checkbox"/> Persuasive language.	

Starter Activity Three

Emotional and Psychological Responses to Commercials

In small groups, analyse one or two commercials at each video link.

Take notes on the emotional and psychological response that each commercial is likely to elicit.

Kit Kat

<https://www.youtube.com/watch?v=vxSs269HEsq>

Malteaser

<https://youtu.be/xpm7ILGsnhQ>

KFC

<https://www.youtube.com/watch?v=odh4ifwzx00>

v2 Plant based meats

<https://www.youtube.com/watch?v=oKe43cZR5Xw>

Heinz Tomato Sauce

<https://youtu.be/keOaQm6RpBq>

Special K Lower Sugar

<https://youtu.be/azFtIMICFeM>

Woolworths

<https://youtu.be/R8dYZM9AdPo>

Nutrigrain

<https://youtu.be/zx7ydbcuWEo>

Dove Chocolate

<https://youtu.be/6FEaDY1BMus>

McCain

<https://vimeo.com/682666368>

Coke

<https://youtu.be/sGjQnGio5mw>

Continental Seasoning Sensations

<https://youtu.be/DDcWoQmhknE>

Helgas Bread

<https://youtu.be/LPNAXSGMuVU>

Hello Fresh

https://youtu.be/2GgY7Knzl_Q