Food Advertisement Worksheet – Analysis Group

Observation

- Which company is advertising here?
- What is the product?
- What adjectives are used to describe the product?
- Describe the graphics.
- How is the product prepared?

Reading Between the Lines

- What type of food is this?
- What is the difference between the traditional way to prepare it and the “ready-made” version?
- How does the product make preparation easier?
- What changes in family life and in the status of women had taken place by the 1970s which led the companies to believe that there would be interest in ready-made products?
- Why might a consumer want to use the product?
- Why might a consumer not want to use the product?

Connections

- Would you want to use the product?
- Do you think the product was successful?
- Do you think it is still available today?
- What types of ready-made meals are available today?
- What other ways are available today for having a home-cooked meal without a lot of effort?
- What food do you wish it was easier to prepare?
- What ready-made meal or meal-kit do you wish was available?

How did it go? Let us know! learning@nli.org.il