

5th-Grade Teacher Key

Informational Reading Passage: Ads, Ads, Ads

Accompanies *Nutrition Pathfinders* Nutrition Program

Common Core: RI.5.10 By the end of the year, read and comprehend informational texts, including history/social studies, science, and technical texts, at the high end of the grades 4–5 text complexity band independently and proficiently.

Title of Passage: Ads, Ads, Ads	Lexile Level: 910L	Grade: 5	
Text Type: Informational		Topics/Messages: food ads; persuasive techniques; smart consumers; evaluation of food ads; influence of ads	
Questions		Skills	Common Core State Standards – Grade 5
1. Explain the connections between people, advertisements and food products. People need food. People buy food. Advertisements try to convince people to buy certain foods. People read, watch and see advertisements everywhere.		connections	RI.5.3 Explain the relationships or interactions between two or more individuals, events, ideas, or concepts in a historical, scientific, or technical text based on specific information in the text.
2. In this passage, the author discusses persuasive techniques used in advertising. What are persuasive techniques? They are clever ways to convince people to choose a particular product. How and why are they used in food ads? Persuasive techniques include: testimonials or endorsements, special offers, health or nutrition claims, health benefits, popularity appeals, promises, and proof or evidence. These techniques convince consumers to choose certain foods, beverages or restaurants.		meaning of terms	RI.5.4 Determine the meaning of general academic and domain-specific words and phrases in a text relevant to a grade 5 topic or subject area.
3. Underline the figurative language in the following excerpt and then explain the meaning in context. “Popularity: One can be part of the in-crowd or on the winning side by using the product.” Underline “part of the in-crowd”; “on the winning side” Meaning: <ul style="list-style-type: none"> • part of the in-crowd: Popularity comes from being included with others who are popular. • on the winning side: Winners are popular. People who win get recognition by others. 		figurative language	L.5.5 Demonstrate understanding of figurative language, word relationships, and nuances in word meanings.

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<p>4. The author makes this statement in the passage: “Advertisements for many food products, beverages and restaurants are designed to capture attention and influence likely buyers and consumers.”</p> <p>Why do advertisers market to children? Identify 2 reasons given by the author.</p> <p>1. Children are consumers just like their parents. 2. Food companies can sell more and make more money by appealing to children.</p>		reasons to support point made by the author	RI.5.8 Explain how an author uses reasons and evidence to support particular points in a text, identifying which reasons and evidence support which point(s).
<p>5. Identify one main idea and one key detail for each of the following topics discussed by the author:</p> <ul style="list-style-type: none"> Type of food advertised for children Some food ads are for nutritious foods; most are for “extra” foods, foods high in solid fats, added sugars, or salt. Smart consumers They know how to spot the techniques and figure out if they are being tricked. Health claims Check claims against facts from credible health authorities. 		main ideas and supporting details	RI.5.2 Determine two or more main ideas of a text and explain how they are supported by key details; summarize the text.