

Weet-Bix Card



Approach: One to one

Level: Year 4 and year 8

Focus: Thinking critically about the intentions of visual messages (advertising).

Resources: Weet-Bix card.

Questions/instructions:

% responses
y4 y8

Place the *Weet-Bix* card in front of the student.

This card shows words and pictures which are trying to give messages to people who look at the *Weet-Bix* box.

I want you to think about the pictures rather than the words.

1. Try to tell me the messages that the pictures are trying to give. I will write them down for you.

Record student's responses.

Now I'll read the messages you have found about the *Weet-Bix* card. If you want to change any of them, you can tell me.

Read things recorded to the student.

2. Are there any changes you would like to make?

Make any changes offered by the student.

Messages identified:

<i>Weet-Bix</i> makes you...	happy	9	23
	healthy/strong	43	35
	a good athlete	15	15
	energetic/fit	37	53
	a winner	30	37
	you should eat lots of <i>Weet-Bix</i>	9	10
	<i>Weet-Bix</i> is good for you/your heart	17	14
	<i>Weet-Bix</i> sponsor triathlon	13	17

3. Do you think the messages are true?
Why do you say that?

not marked • •

4. Why do you think the makers of *Weet-Bix* want to give these messages to people?

so you buy more *Weet-Bix* 43 63



% responses
y4 y8

Total score:	4-8	5	10
	3	21	21
	2	30	38
	1	30	24
	0	14	7

Commentary:

Students tended to settle for commenting on just one or two features, rather than looking and commenting more thoroughly. There was little difference between year 4 and year 8 students apart from greater awareness of the advertiser's purpose (product sales).