We all know the purpose of advertising: To sell. But, at what point does advertising cross the line from selling to deceiving?

[https://www.youtube.com/watch?v=ThIrw_LpuRA](https://www.youtube.com/watch?v=ThIrw_LpuRA)

This commercial positions Nutella as a nutritious food. A mom filed a lawsuit in 2012 when she said she was "duped" by the ad, and fed the chocolatey spread to her 4-yearold child believing it was healthy. (Nutritionally, Nutella is a sugary treat with little health value.) The class-action lawsuit settled for about $3 million, with $2.5 going to others who spoke up about being deceived by the ad.

**AHA!** Advertisers frame products by carefully choosing what information to include, and what to leave out.

**Key Question # 4** What values, lifestyles and points of view are represented in or omitted from this message?

**Core Concept # 4** Media have embedded values and points of view.

**Grade** Level 6-12

**Materials** Display screen(s) available for the class.

**ACTIVITY:** Watch the commercial as a class, and ask students to identify what lifestyle values are included in this ad. Answers might be: healthy living, family, parenting, etc. Ask students to break into groups of 3-5, and discuss amongst themselves what was left out of the ad to make it deceptive. (Sugar content in Nutella, what is considered a healthy breakfast by experts, etc.) Then ask each student group to consider the Five Key Questions of Media Literacy as they
write an outline of a more accurate (but still appealing) Nutella commercial. The groups then take turns describing their more accurate Nutella commercials to the class.