

## SNACK PACKAGES (Pre-Intermediate – A2)

### INTRODUCTION

Everyone has consumed packaged foods such as chips, chocolate, wafers, jellybeans in their life. These kinds of snacks are consumed a lot especially by children. Companies that produce packaged foods pay great attention to package designs in order to make their products more interesting and attractive. It is quite possible to encounter English words in these fancy and colorful packs. As far as I am concerned, the designers of these packs think that using English in the packages will make the products' quality higher. I think it is useful and possible to learn / teach English by examining what is written on the packages. Learning English in this way can be fun and interesting for students and the students can examine the English words they encounter frequently in their daily lives more carefully. In addition to that, the teacher can ask the students to examine the packs of the snacks they frequently eat, and the students can experience that English is not just something learned in the classroom.

### TARGET VOCABULARY

<i>Crunch(y):</i>	Foods that are crispy and make a noise when it is eaten.
<i>Dome:</i>	It is a shape that looks like half of a ball.
<i>Natural:</i>	Food that does not contain any additives harmful to human health.
<i>Snack:</i>	A kind of small amount of food that eaten between meals.
<i>Vegetable:</i>	Plants, roots, or seeds that are usually eaten raw or cooked.
<i>Mix:</i>	Something created by combining more than one thing.

### OBSERVATION THROUGH LEAD-IN QUESTIONS

- ❖ Do you eat snacks?
- ❖ How often do you eat snacks?
- ❖ What kind of snack do you like?
- ❖ What is your favorite? Chocolate, chips, wafers, or crackers?
- ❖ Have you ever looked carefully at the packages of snacks you have eaten before? If you looked carefully, can you describe one?
- ❖ Have you ever bought a snack because its package was too attractive?
- ❖ Which language(s) can you see on the snack packages?

## QUESTIONS FOR IMAGE/TEXT ANALYSIS

### #Image1

- ❖ Examine the picture carefully, it says 'Vegan'. What do they mean by saying 'Vegan'?
- ❖ What do you think 'Veggy' stands for? Is it an abbreviation?
- ❖ Who is this snack for? How can you know?
- ❖ Which languages do you see in the package?
- ❖ What do you think of the color choices in the package? Is it too colorful?



*(Haribo's Veggie Mix sold at a supermarket in Turkey)*

## #Image2

- ❖ Have you ever seen this product or something similar before?
- ❖ Have you ever tasted crispy banana before? If yes, how does it taste?
- ❖ Which languages do you see in the picture? Which one is written on top and why?
- ❖ What does “natural snack” mean? Does it mean it is healthy?
- ❖ What do you think about the pack? Is it attractive?



*(Chefru 'natural snack' sold at a local market in Turkey)*

### #Image3

- ❖ What kind of snack is this? Is it sweet or savory?
- ❖ It says, 'Chocolate dome'. Can you guess the meaning of 'dome' by examining the pack?
- ❖ What does the text 'Belgium 1926' mean?
- ❖ This snack is sold in Turkey. Why do you think the texts on the package are exclusively in English?



*(Godiva chocolate domes sold at a supermarket in Turkey)*

## DIGITAL RESOURCES FOR POST-ANALYSIS PRACTICES

- ❖ [6 Rules for great packaging design.](#) (Images and Text)
- ❖ [How Food Packaging Color Influences Consumer Behavior.](#) (Text)
- ❖ [How to design packaging for healthy snacks.](#) (Images and Text)
- ❖ [American & Japanese people swap snacks](#) (Video)
- ❖ [Tasting 20+ International Snacks](#) (Video)

## IDEAS FOR BRIDGING ACTIVITIES

- ❖ Tell students examine the package of their favorite snacks and find English words on the packages. Ask them to try to guess the meaning of the English words they find by looking at the pack.
- ❖ Ask students to go to a local grocery store close to their home and find snack packs with English words or phrases on it. In this way, students can understand that learning English is possible everywhere.
- ❖ Ask students to form groups and make meaningful sentences by putting together the packages with English words on them which they have found before. So, the students will be able to form sentences with the words they learned from the packs.
- ❖ Encourage students to pair with each other and create their own snack packs by using simple English words or phrases on them.

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